

**CHIARA FERRAGNI**

**BRAND PROFILE**

# ABOUT

Chiara Ferragni is a fashion yet pop brand launched in 2013.

The Brand is renown for its iconic Eye motif and it presents today playful yet stylish collections where inspirational elements from travels, music, pop culture and contemporary art universe melt together. Global, positive, powerful and pure brand that combines prints, glitters and patches resulting in a contemporary and dynamic collection.

The brand launched mono brand stores in several locations including Milan and pop-up stores around the world in selected boutiques and department stores having a global expansion.

Starting from Fall-Winter 2021, Swinger International SpA will distribute the brand Chiara Ferragni Collection as regards clothing, bags and accessories.

Swinger's brand portfolio includes Genny pret-a-porter for women ready-to-wear and accessories, Versace Jeans Couture men and women ready-to-wear and accessories, Automobili Lamborghini men and women ready-to-wear and accessories.

The Chiara Ferragni Showroom is in Via San Prospero, 1, 4th Floor, Milan Italy.



CHIARA FERRAGNI

# CHIARA FERRAGNI



Chiara Ferragni is a **Digital Entrepreneur** and a **global Italian fashion icon**.

Chiara's career started in **2009** when she launched her personal style blog, **The Blonde Salad**. With her strong personal branding through social media, she successfully gained presence in the digital space and a mass following, nowadays she has **22 million followers on Instagram**.

Chiara has collaborated with **multiple fashion brands** and has been on the cover of the most eligible fashion magazines all over the world including **Vogue, Vanity Fair, and InStyle**. She has also been included in **Forbes's list "30 influential people under 30"** in 2015 and undoubtedly recognized as one of the most influential personalities in the fashion industry.



CHIARA FERRAGNI

BRAND KEY WORDS

**ALL THAT GLITTER**

**FUN**

**NEVER STOP**

**SMILING**

**BLINKING**

**POP COLORS**

**GIRLISH**

**SHARING IS CARING**



CHIARA FERRAGNI

## BRAND TARGET

*20y to 40y*

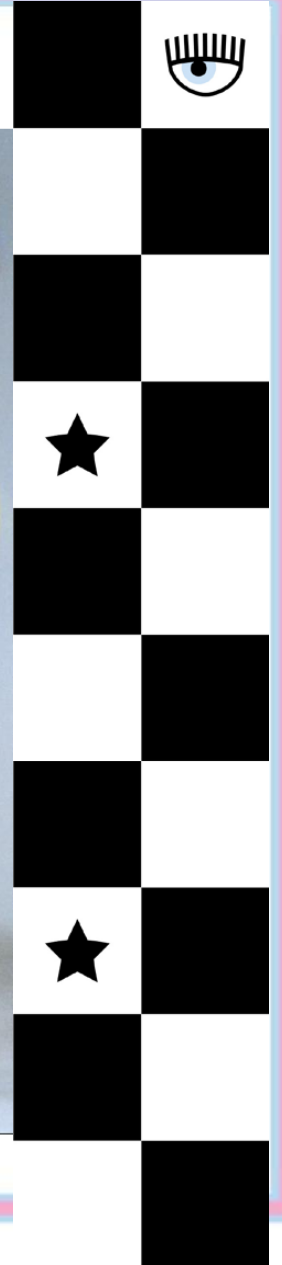
CONTEMPORARY  
*GLOBAL*  
POSITIVE  
*DYNAMIC*  
POWERFUL  
*PURE*



CHIARA FERRAGNI



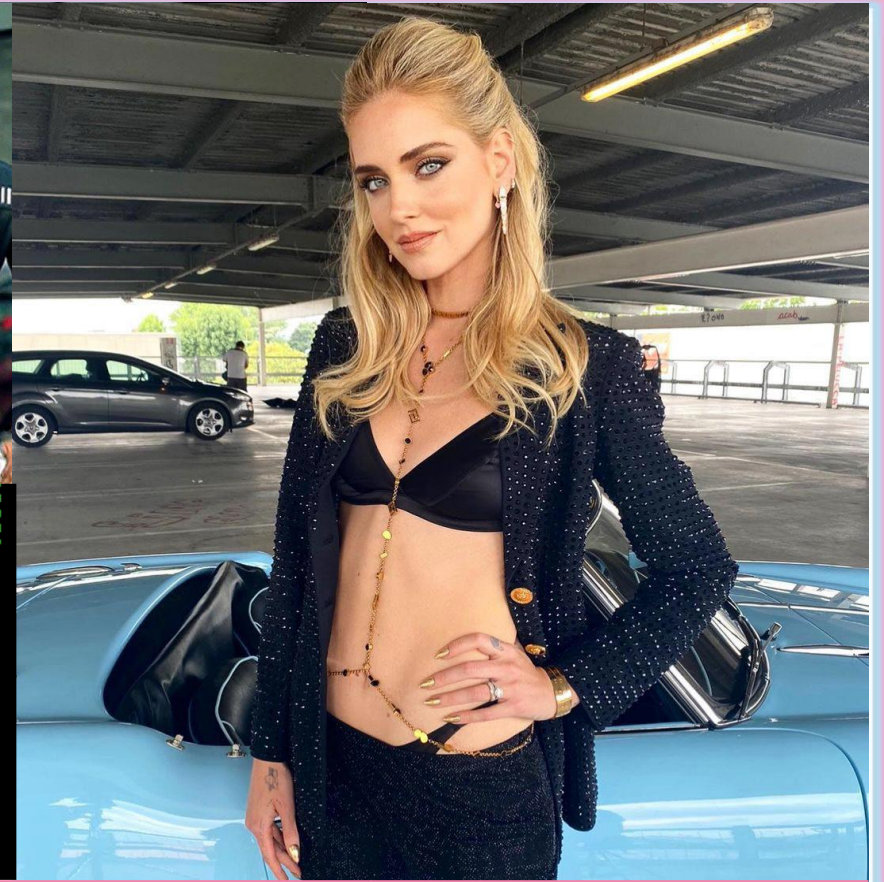
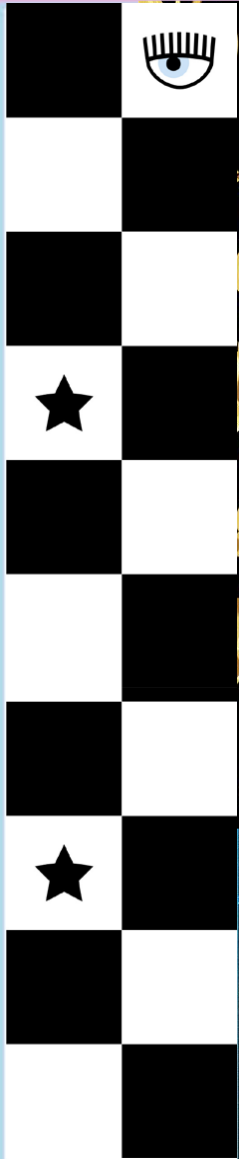
# MOOD



CHIARA FERRAGNI



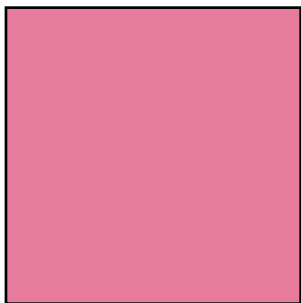
# MOOD



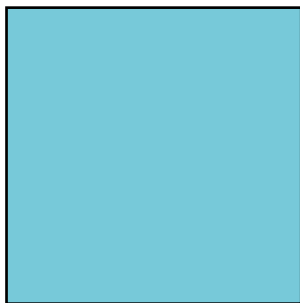
CHIARA FERRAGNI



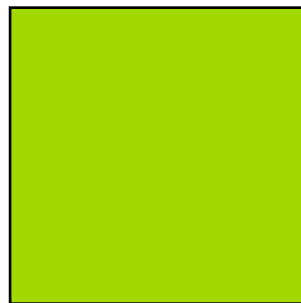
## COLOR PALETTE



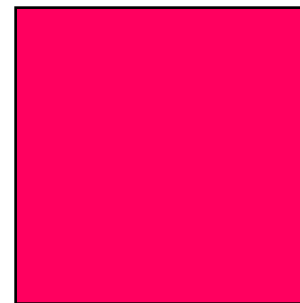
SACHET PINK



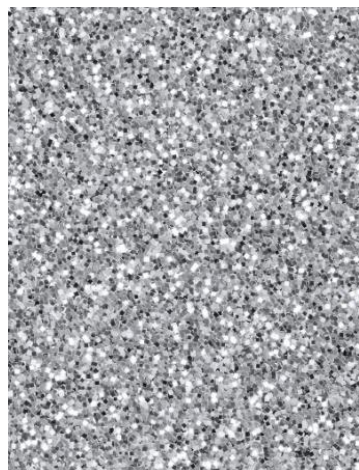
TANAGER  
TURQUOISE



VERDE FLUO



ROSA FLUO



CHIARA FERRAGNI

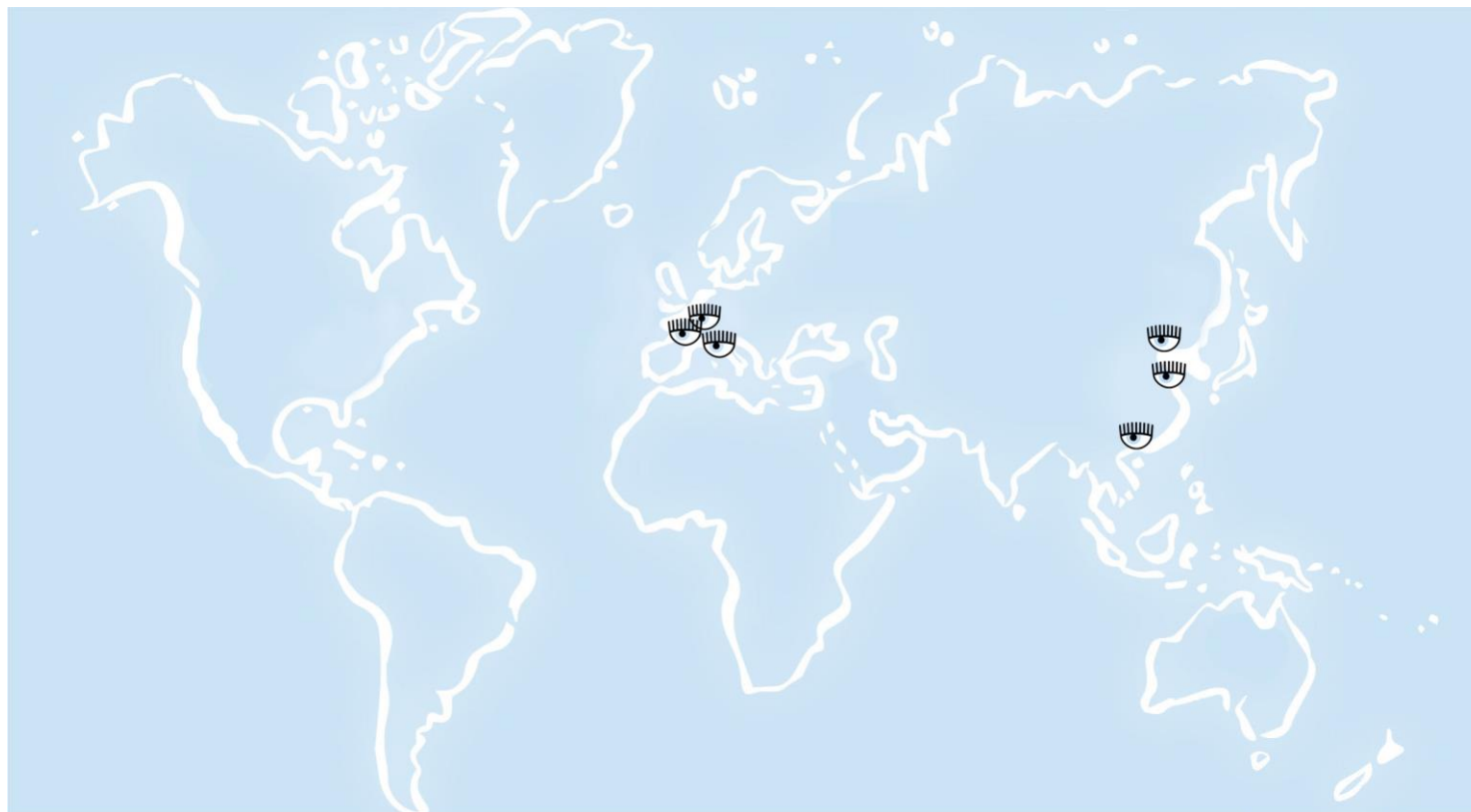


## WW DISTRIBUTION

### *FLAGSHIP STORE*

6 stores around the world

- Milan
- Cortina
- Paris
- Shanghai
- Hangzhou
- Hong Kong



CHIARA FERRAGNI

# WW DISTRIBUTION

## *WHOLESALE NETWORK*

Chiara Ferragni is now distributed in more than 300 stores around the world including top department stores, high end retailers and the best boutiques.



CHIARA FERRAGNI

## CHIARA FERRAGNI PERSONAL AUDIENCE



**88% Women**

**Followers age:**

- 25-34
- 15-24 / 35-44

Chiara's audience  
has a strong interest  
into **FASHION,  
TRENDS, BEAUTY &  
LIFESTYLE**



**1° - EUROPE**

**2° - USA/CANADA**

**3° - LATIN AMERICA**

**4° - REST OF THE WORLD**

### **\*CHINA**

China market is missing as there is no Instagram. Chiara Ferragni is the most powerful not Chinese fashion icon according to Vogue China.



CHIARA FERRAGNI



CHIARA FERRAGNI COLLECTION

# THE EVOLUTION OF THE BRAND



CHIARA FERRAGNI

## CREATING NEW BRAND ICONS

2017

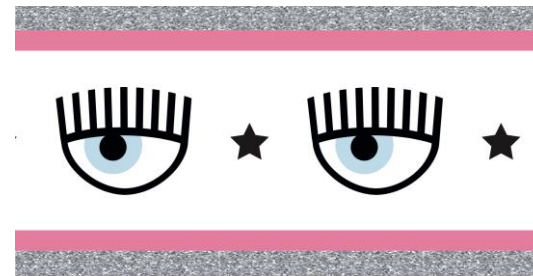


CHIARA FERRAGNI

2021



CHIARA FERRAGNI

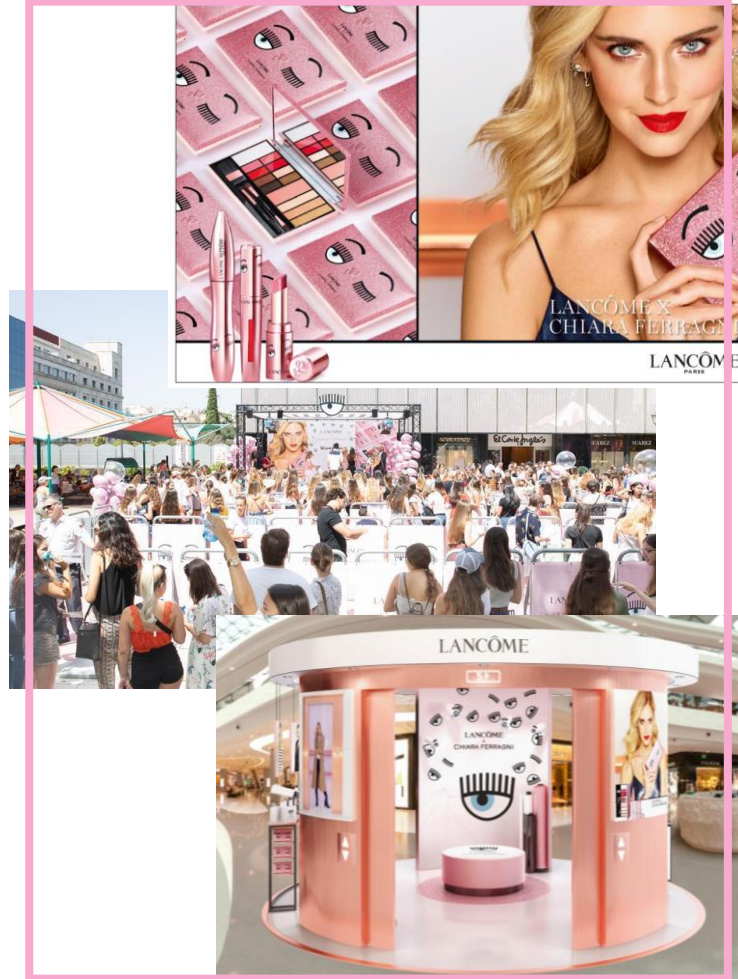


CHIARA FERRAGNI

## 2020 – A NEW ERA



CHIARA FERRAGNI X CHAMPION  
CAPSULE COLLECTION



CHIARA FERRAGNI X LANCÔME  
CAPSULE COLLECTION



OREO BY CHIARA FERRAGNI  
LIMITED EDITION + CAPSULE COLLECTION



CHIARA FERRAGNI



## 2021 – TIME LINE

**MAR21**

Chiara Ferragni designs and launches her first sunglasses capsule collection teaming up with one of the top international partner. The collection will be distributed and communicated worldwide. The campaign supporting the project will be visible online and offline globally.

**MAY21**

Chiara Ferragni will be the 1st Female Designer of a food capsule collection together with one of the major international food company. The cobranded food collection will be distributed and communicated worldwide and will be launched through a tour that will stop in five global cities. The campaign supporting the project will run all media worldwide.

**SEP21**

Chiara Ferragni will be protagonist of an important project supporting women's entrepreneurship, together with one of her longest-term partner.

**NOV21**

*- The -*  
**FERRAGNEZ**

Chiara Ferragni will be the protagonist of the 1st ever docu-reality produced by Amazon Prime Video that will be streamed worldwide.

**DEC21**



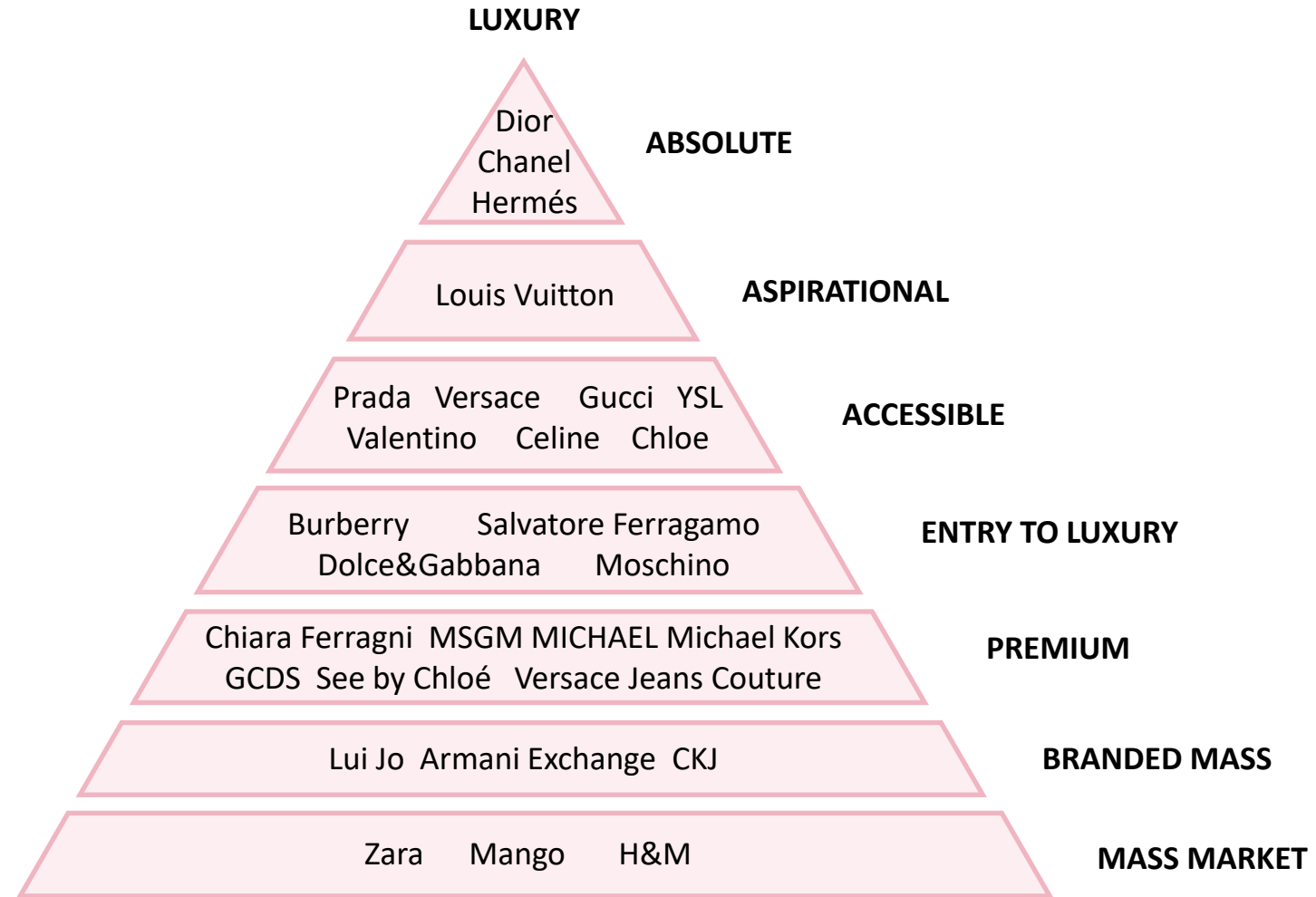
**CHIARA FERRAGNI**

Unveiling of the Party Dress Capsule.



**CHIARA FERRAGNI**

# BRAND POSITIONING MAP



CHIARA FERRAGNI

THANK YOU!



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