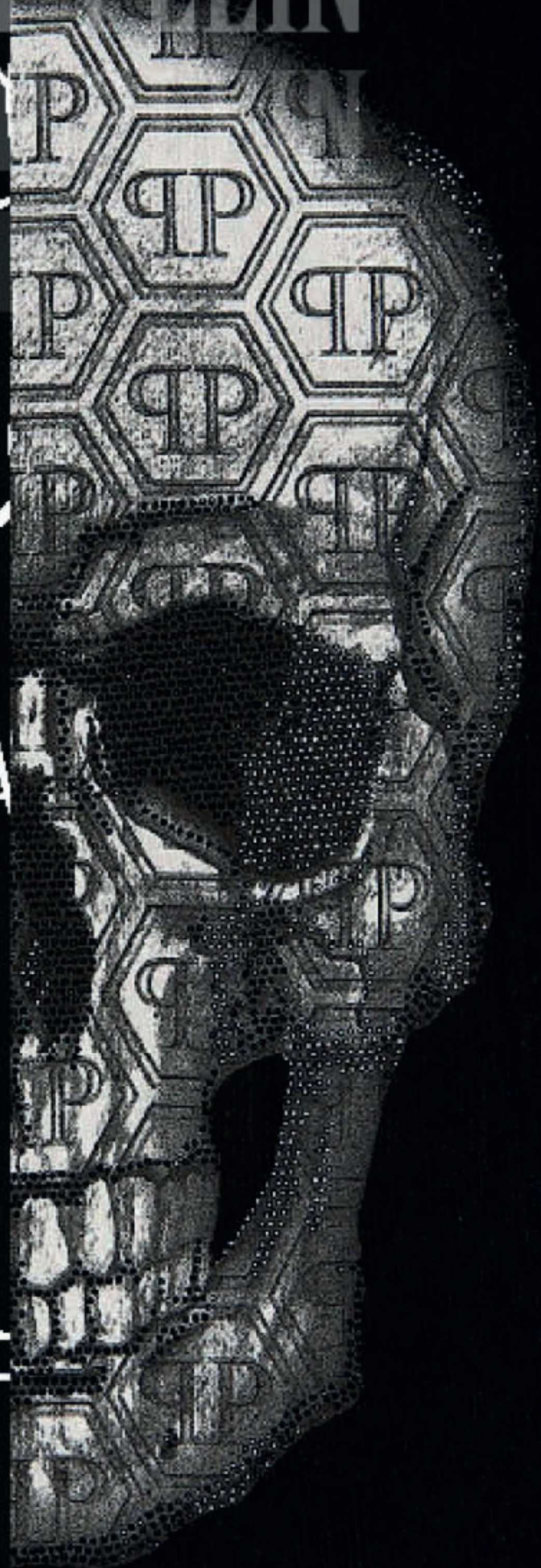


PHILIPP PLEIN

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PHILIPP PLEIN

“ON
OUR
WAY
TO
A
BETTER
FUTURE”

OUR NEW WHEEL

BRAND DIFFERENTIATION

- x Maximalist
- x artsy
- x breathable
- x spontaneous

BRAND PURPOSE

- x to be in harmony with the customer's lifestyle (neo-rich people but also rich people).

BRAND PROMISE

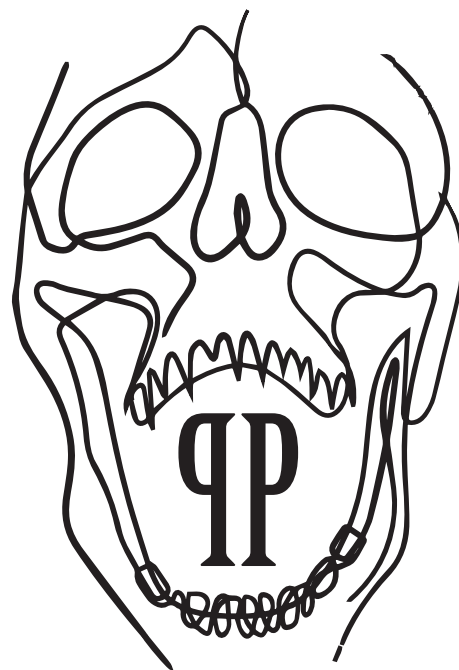
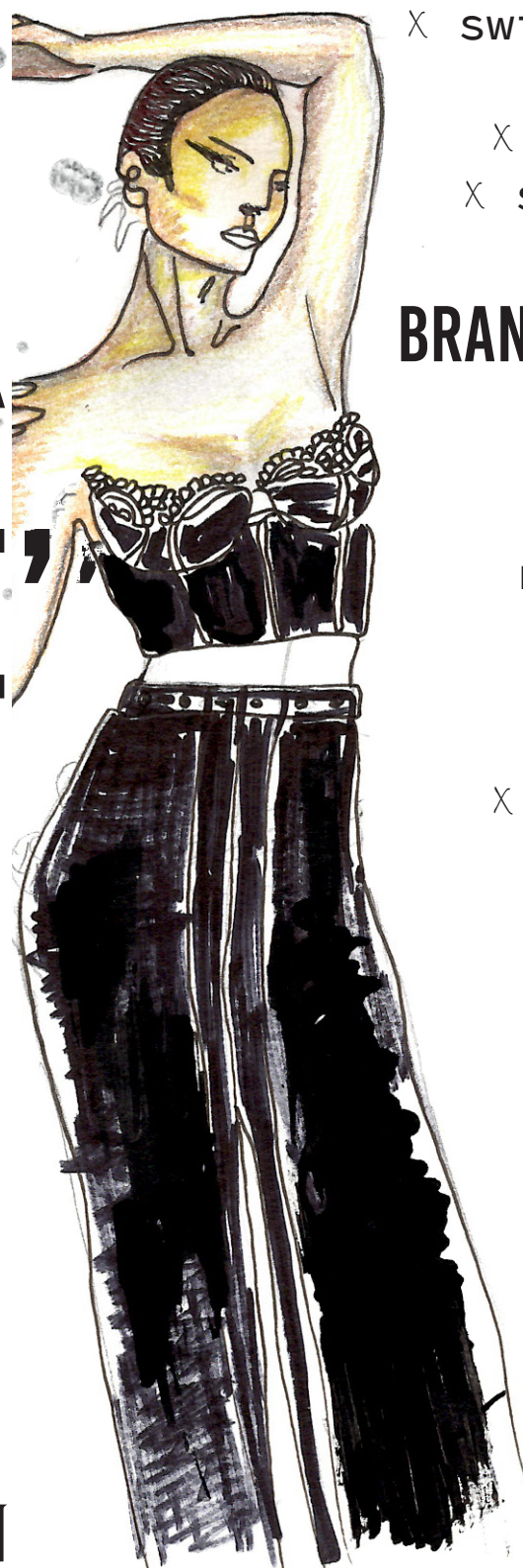
- x provocative with fashion sense
- x unique and not a copy of the biggest brands
- x realise your dream

BRAND VALUES

- x italian craftsmanship
- x swiss excellence design
- x inclusiveness
- x sustainability

BRAND PERSONALITY

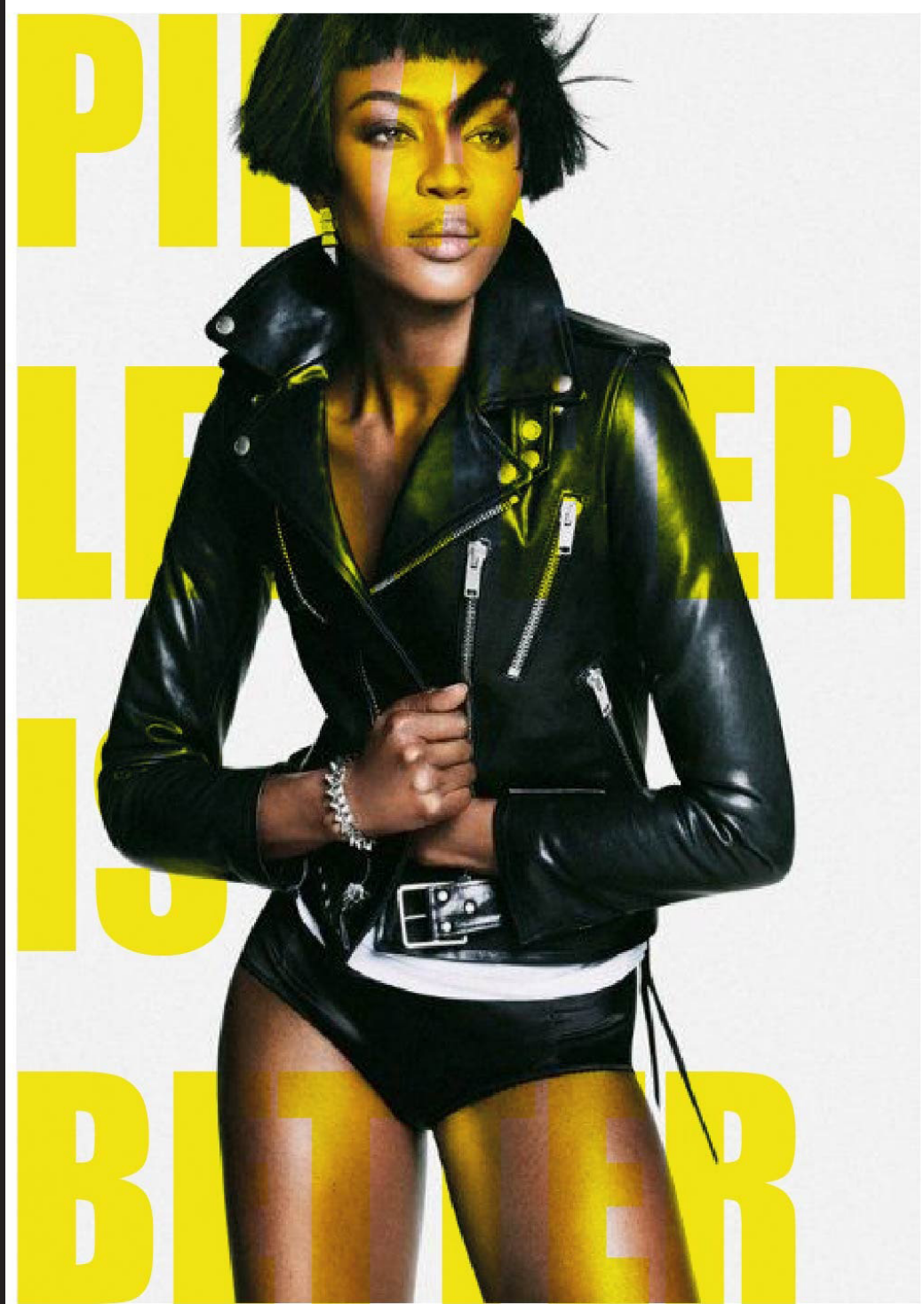
- x funny
- x bold
- x luxurious realising your dream
- x unique
- x provocative
- x rock 'n' roll



PHILIPP PLEIN



SUSTAINABILITY?



Philipp Plein does not communicate sufficient information about its environmental and labour policies. This brand provides insufficient relevant information about how it reduces its impact on people, the planet and/or animals. You have a right to know how the products you buy affect the issues you care about. Avant-garde technology, along with your sustainable product lines, would be a great add-on to the brand image itself and shows that you really stay relevant.

Talking about the environment and animals is the norm now in fashion, which shows how considerate of your brand it is. However, the significance of the future should not be undervalued, too. In recent years, the fashion industry has undergone major changes involving issues such as the defense of the planet, design based on people and the non-use of animals in manufacturing.

More and more fashion companies are rejecting what is known as Fast Fashion and are joining Slow Fashion movement, whose mission is to achieve sustainability in garment making and design.

Brands that manufacture their clothes with sustainable, high-quality materials, producing them in nearby locations rather than in factories in low-wage countries is something that is being socially demanded. In addition, Slow Fashion is betting because production is based on a few styles for each collection released, with launches taking place two or three times a year.

The controversial new design now reflects the evolution of fashion branding.

THE NEW LOGO IS A «RENAISSANCE». Redesigning the logo is not a new phenomenon. In the branding history, several brands across categories have changed their logos to remain in line with their current times.

Fashion companies must come to terms with the fact that a more distrusting consumer is expecting full transparency across the value chain.

Piñatex is breathable and flexible. It has been used in the manufacture of such products as bags, shoes, wallets, watch bands, and seat covers. The textile is being further developed for use in clothing. Products have been produced by designer Ally Capellino, LIAN & LIV, Time IV Change, ROMBAUT, and Nae; prototypes have been created by Puma and Camper. Bourgeois Boheme, a vegan footwear label, uses Piñatex in their sandals.

We are going to use pinatex for our leather jackets and accessories such as phone cases and our bags.

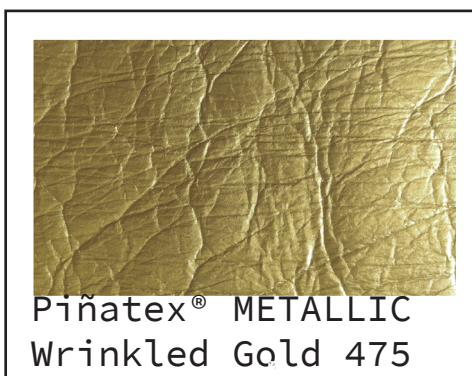
ECOFRIENDLY ANIMAL RIGHT ACTIVISTS

NAOMI CAMPBELL

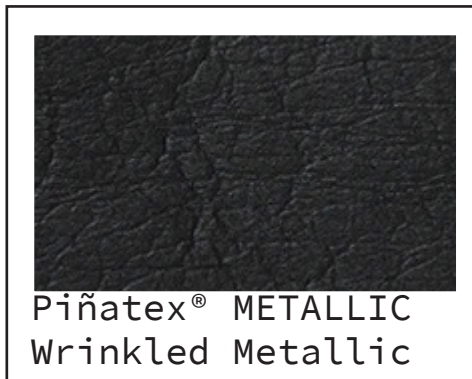
«Everyday Activism Can Help To Save The Planet.»

“What can people do out there to play their part in saving this planet?”

“We don’t know how much time there is left really, do we?”



Piñatex® METALLIC Wrinkled Gold 475



Piñatex® METALLIC Wrinkled Metallic



Piñatex® METALLIC Wrinkled Silver 475



SECRET SNAKE CLUB



CONCEPT

A many sided experience combining fashion, art and entertainment. A full immersion into the world of PHILIPP PLEIN, a personal projection of the designers ideas, tastes, dreams and lifestyle. A multi functional mansion/ concept store that comprises PHILIPP PLEIN and PLEIN SPORT brands, Big Boy Toys including a vintage Lamborghini Miura, art exhibitions, the Air Force Plein Bar, and a secret agent style made to measure dressing room.

each and every club member is going to receive a personalized diamond incrustated bracelet with the shape of the snake that is their entrance pass to the club. once you got it, you're officially a member of the plein family.

