

Abroad Marketing Campaign

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Aesthetic Pleasure

LOCAL BRAND SINCE 2013.

An independent fashion label founded by Putri J. Ghariza. Aesthetic Pleasure combines the elements of music, art, and architecture in the collections. Besides offering clothings, Aesthetic Pleasure also known for its bag that are structured, minimalist, and professional-look. All the bags are made 100% cow leather which are natural & unique, any such creases, variations of color, marks or veins are natural features and should not be considered as imperfections. The leather is prone to color bleeding, especially in hot and humid environment & they provide a lifetime warranty on that.



PRODUCT

GOODS LEATHER

Purses & Pouches

Sling Bag

Card Holder

Card



PRICE

MARK-UP 3X TIMES TO FOLLOW
THE AVERAGE RETAIL PRICE &
ANOTHER COST CONSUMPTION



Small Leather Goods

IDR 1.980K - IDR 2.500K

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EUR 115 - EUR 145.20



Leather Goods

IDR 3.300K - IDR 6.900K

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EUR 195.5 - EUR 408.8

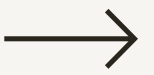
PLACEMENT



SPRINKLER STRATEGIES

Sprinkle the stockist in Milan, Rome, and Verona, so the Italian who prefer to shop for leather goods offline can directly experience the product and get to know new international brands that are worthy of being present and equal to their fellow Italian products.

And for the efficient way during Covid-19 they can shop online thru Moda Operandi, SSENSSE, and Net-A-Porter.



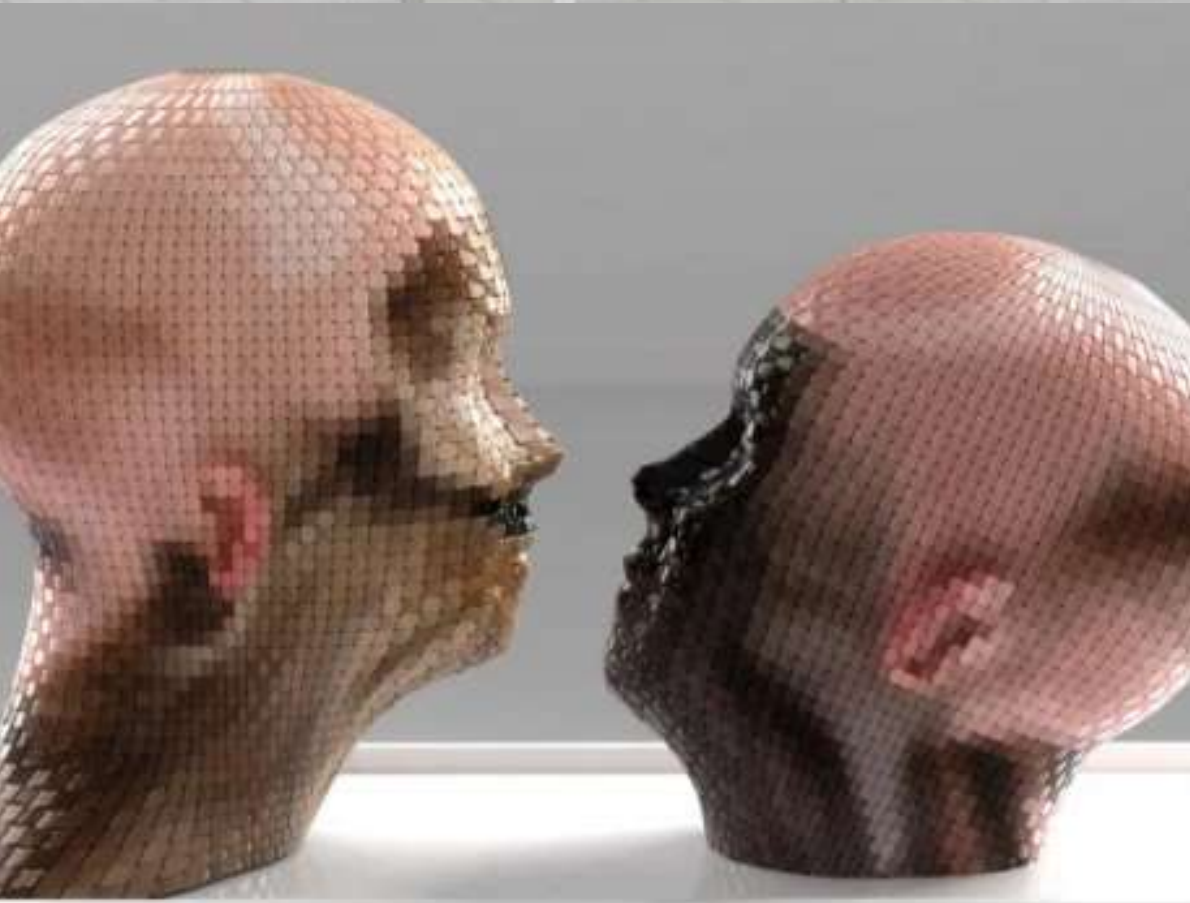
Creative Strategy

PRADA MARFA



Inspired by Prada Marfa that serves an extravagant and unexpected experience pop-up store display to the audience that still exist until now. Judging from the Prada Marfa artwork in Italy, it seems that Italians really appreciate the contemporary art & have a high curiosity about this kind of artwork site.

I want to apply this pop-up exhibiton on my campaign to make people aware and give remarkable experience on their 1st impression of the arrival Aesthetic Pleasure in Italy.



BIG IDEA

Pop-up Exhibition



X GIANLUCA TRAINA

The strategy taken is by means of a pop-up exhibition presenting the collaboration between Aesthetic Pleasure x Gianluca Traina. Gianluca Traina is an Italian contemporary artist and designer play in fusing art, fashion and design, his works strives towards the connection between the artistic object and the viewer.

This collaboration will take local Italian and Indonesian craftsman to work together. Because Italian is famous for its pride in the field of craftsmanship and really appreciates it when other cultures enter. So, the combination of these two will be very suitable. The aim is to gain Italian trust in Indonesian local products which also have extraordinary craftsmanship skills mixed with cultural history that has existed since a long time ago.

I believe this method will provide both knowledge and touch on the meaning of 'unifying cultural differences' and 'exploring creativity in 2 countries'.



Gianluca Traina

PROFILE OF THE ARTIST

Gianluca Traina is an Italian contemporary artist and designer, best known for his project PORTRAIT 360. He was born in 1984 in Palermo, where he went to art school. He graduated in 2002 and subsequently moved to Florence where he studied Fashion Design at Polimoda.

Being a painter and sculptor, he overlaps PVC and paper, creating 3D photos from 2D surfaces. Since 2012 he has been working in Miami and in 2013 he won the Asia Awards as best creative.



Aldo & Natalia Filosini

PROFILE OF THE LEATHER CRAFTSMAN

Aldo and Natalia Filosini are the owners of Laboratorio Pelletteria. Laboratorio Pelletteria is a store that known for the finest hand tanned, hand stitched leather in all of Rome made by the Last Great Leather Artisan since 1970, whose family has crafted some of the finest quality leather goods for several generations. Aldo Filosini and his wife Natalia have created some of the finest leather belts, wallets, handbags and more for a generation. Aldo is one of the last master artisans left in Rome.

Advertising Appeal



RATIONAL/LECTURE

It is to ensure the product's quality and usefulness by listing the product's benefits on the description text in every product display at the exhibition, and quoting facts of the leather materials by our local docent.

For example:

All the bags are made 100% cow leather which are natural & unique, any such creases, variations of color, marks or veins are natural features and should not be considered as imperfections. The leather is prone to color bleeding, especially in hot and humid environment & they provide a lifetime warranty on that.

EMOTIONAL/DRAMATIC

Refers to manipulating someone by targeting their emotions and feelings. The objectives to get across the point that buying this bag will make the buyer feel better. In the description text, will be reminded to appreciate every local artisan in the world and keep supporting them.

For example:

These special products are made by the finest-artisan between two countries: Italy and Indonesia. By buying the product made from local people, indirectly you help the economy of the artists.

Platform



SPECIAL EVENT

The Aesthetic Pleasure's Grand is the platform for new potential customers to see & get to know the new brand coming from Indonesia during the Fall Season in Mid-September (shoulder season), which is the best months for people to visit Italy because of the cheap airfare and nice weather. During that time, the temperatures are usually comfortable.



Platform



SOCIAL MEDIA

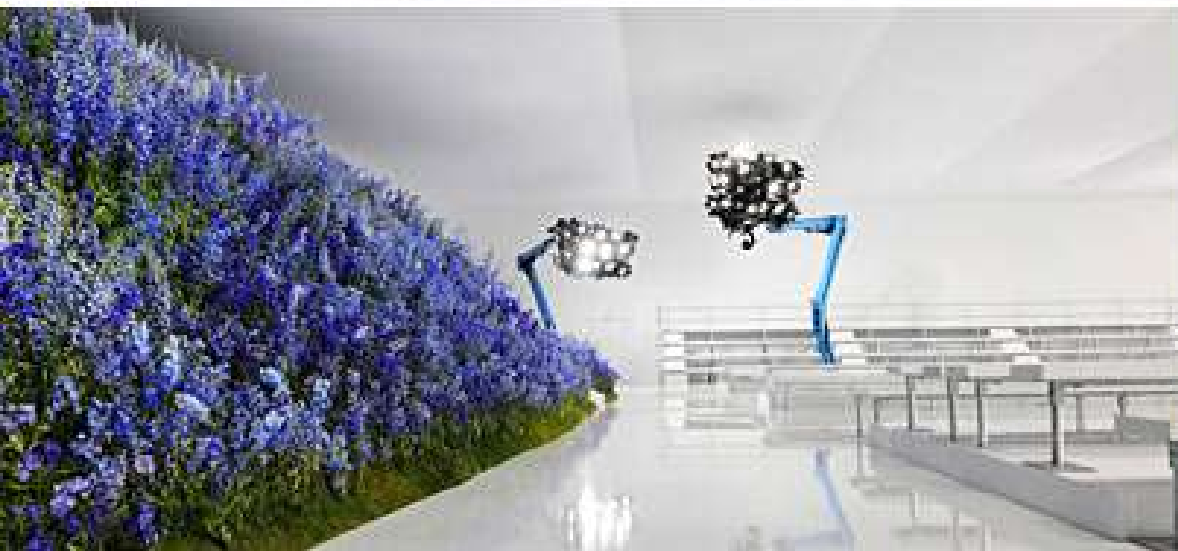
The Aesthetic Pleasure's Grand & special collaboration will be announced in Facebook and Instagram official Aesthetic Pleasure. The chosen social media is because Italian use most of the social media in Facebook and Instagram instead of Youtube. Will present Facebook & IG Livestream containing teaser exhibition on launch day (not live stream frontally of the exhibition content) to gain public's curiosity.

PRESS RELEASE

PR Package delivery to both special guests from Aesthetic Pleasure & fellow artist from Gianluca Traina. Will invite influencers Veronica Ferraro & Chiara Ferragni.

The PR Package will consist of a letter and a gift like the picture on the right. Made from glass, contains small statues of Italian and Indonesian artisan who are producing Aesthetic Pleasure bags. There is a button that when pressed will move the miniature accompanied by a song. same as the focal point in the exhibition.





CREATIVE EXECUTION

Aesthetic Pleasure's Grand



DUOMO, MILAN

Aesthetic Pleasure's Grand is the name of the pop-up exhibition that will be held in September 2021, Fall Season. The Aesthetic Pleasure's Grand concept is from a combination bag design with a touch of sculpture element that will please people's eyes as the venue. Aesthetic Pleasure's Grand or Giant Aesthetic Pleasure aim to give a bigger picture of Aesthetic Pleasure new-presence in strong design in art, versatility, and quality to the Italian. The design of the exhibition venue is made by Gianluca Traina in the middle of Duomo, Milan. The entrance will be in the middle of the bag, and will escort visitors to enter inside the bag. The exhibition will last for 3 days, morning to night.



Aesthetic Pleasure's Grand

When the visitor enters the giant bag, they will immediately be treated to a round giant glass focal point that will rotate, inside the round-glass contains 1 Italian artisan, 1 Indonesian artisan, and 5 other people for the production, pattern-making, and QC who are seen doing the development process of the Aesthetic Pleasure bag. Here the goal is transparency between the brand and the potential buyers, gain curiosity and storytelling behind every pieces we made is comes with originality and cultural mix.



CREATIVE EXECUTION

Exclusive Product



MIXTURE CULTURE BETWEEN ITALIAN & INDONESIAN CRAFTSMAN

We also will display the special exclusive collection just like in the picture below left. A collection called 'Ciao Italia!' which will be in limited pieces. The product design will be inspired by the historical building and culture behind the Italian & Indonesian country. For example, one of the collection will be the mixture element of Pisa's Tower for the bag structure, and Batik pattern for the handle bag. The exclusive collection production will be only produced once as many as 25 pieces. Visitors can purchase the collection on the spot during the exhibition event in 3days.



COPYWRITING



(ENG)

**AESTHETIC PLEASURE'S HANDCRAFTED LEATHER
BAGS ARE MADE TO ACTUALLY KEEP YOU
ORGANIZED IN A PRETTY WAY.
YOU ARE NOT JUST BUYING A GREAT QUALITY OF
LEATHER GOODS MADE IN 2 COUNTRIES, BUT ALSO
SUPPORT AND PRESERVE LEATHER CRAFTSMAN
BOTH ITALY & INDONESIA.**

(ITA)

**LE BORSE IN PELLE ARTIGIANALI DI AESTHETIC
PLEASURE SONO REALIZZATE PER MANTENERTI
D'AVVERO ORGANIZZATO IN MODO CARINO.
NON STATE SOLO ACQUISTANDO UNA GRANDE
QUALITÀ DI PELLETERIA PRODOTTA IN 2 PAESI,
MA SUPPORTATE E PRESERVATE ANCHE ARTIGIANI
DEL CUOIO SIA IN ITALIA CHE IN INDONESIA.**

PR LETTER FOR INFLUENCER (ENG)



AESTHETIC PLEASURE

FOR IMMEDIATE RELEASE

"AESTHETIC PLEASURE'S GRAND" AESTHETIC PLEASURE X GIANLUCA TRAINA

Aesthetic Pleasure is proud to announce the launching of the first exclusive collection special for Italy and collaboration with Gianluca Traina, an Italian contemporary artist and designer play in fusing art, fashion and design.

The new branch finally could be realized, join the special artwork and event collaboration that will be held inside Aesthetic Pleasure's Grand in Duomo, Milan in 09.09.2021.

Inspired by art and local craftsmanship, Aesthetic Pleasure wants to introduce the local proud of both countries to the world. We will launch in limited stock for 25 pieces that only available in Europe.

We are so happy to sharing our part of the journey with you. Might this announcement can be created unique and newsworthy for the understanding of our exclusive collection.

FOR MORE FURTHER INFORMATION, FEEL FREE TO CONTACT
www.aestheticpleasure.com

PR LETTER FOR INFLUENCER (ITA)



AESTHETIC PLEASURE

Per il rilascio immediatoE

"AESTHETIC PLEASURE'S GRAND" AESTHETIC PLEASURE X GIANLUCA TRAINA

Aesthetic Pleasure è orgogliosa di
annunciare il lancio della prima
esclusiva collezione speciale per
l'Italia e la collaborazione con
Gianluca Traina, artista e designer
italiano contemporaneo che fonde arte,
moda e design.

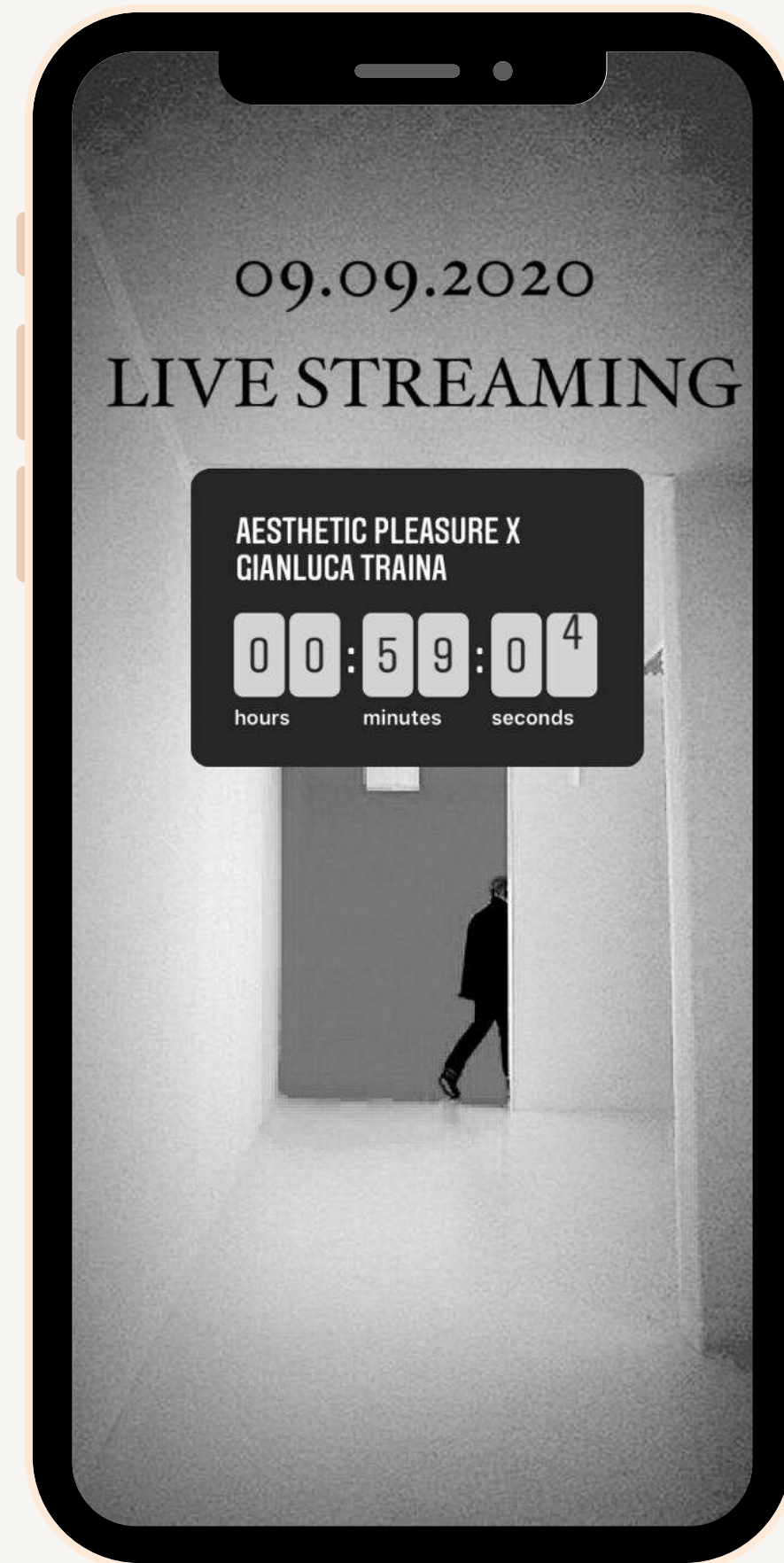
Il nuovo ramo potrebbe finalmente essere
realizzato, unisciti alla speciale
collaborazione artistica ed evento che
si terrà all'interno del Grand Piacere
Estetico in Duomo a Milano il
09.09.2021.

Ispirato dall'arte e dall'artigianato
locale, Aesthetic Pleasure vuole
presentare al mondo gli orgogliosi
locali di entrambi i paesi. Lancio in
stock limitato per 25 pezzi disponibili
solo in Europa.

Siamo così felici di condividere con voi
la nostra parte del viaggio. Potrebbe
questo annuncio può essere creato unico
e degno di nota per la comprensione
della nostra collezione esclusiva.

PER MAGGIORI INFORMAZIONI, NON ESITATE A CONTATTARCI
www.aestheticpleasure.com

INSTAGRAM LIVE REMINDER



Thank You