

BY GROUP 6

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DUCATI



“Ducati is a global brand with a potent Italian soul: sporty spirit, excellent design, love of beauty, an ability to arouse strong emotions and offer unique experiences”.

- Claudio Domenicali, CEO Ducati Motor Holding



“WHEN A DESIGN IS A GOOD DESIGN, IT DOESN’T HAVE TIME.”
-Miguel Galluzzi



CUSTOMER

Current Customer

38-45 year old Motorcycle
lovers with a taste for style.
Passionate about communities.
Ducatista

Target Customer

Youth
Gen Z

PERSONA

MAXIMILIAN

ATTENTION TO:

Textures
Details
Cuts
Comfort
Functionality
Sophistication

STYLE:

Minimal lines with style twists

SOCIAL MEDIAS:

Instagram
Youtube
Twitter
Print Magazines

SHOPS FROM:

On occasion on store
Online

ADVERTISING TO BE ATTRACTED:

Instagram Posts
Unannounced Messages through geo-
location
Easy and clear app

CHALLENGES WITH FASHION:

Blocked Textures
Low Quality Materials
Plain styles without attention to detail
Over laying
Unauthenticity
Overpricing

CHALLENGES WITH BUYING:

Unclear Directioning on Web and Apps

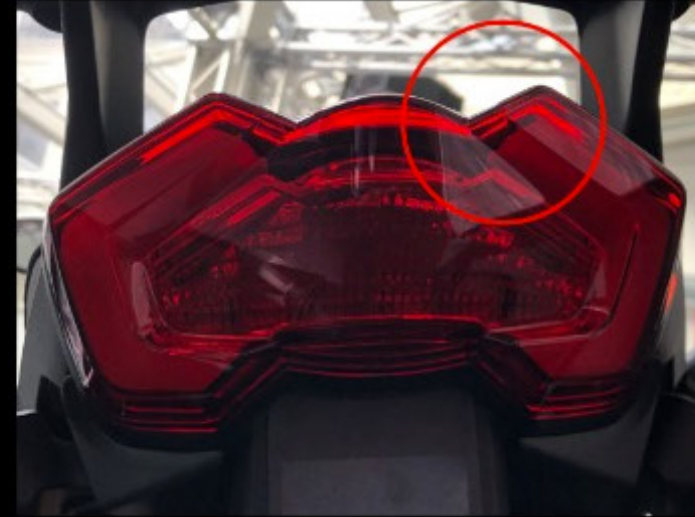
24
Italian
Student of Engineering

VALUES:

Style
Socialisation
Jazz/R&B
Travel
Unity/Community



ERGONOMIC INSPIRATION



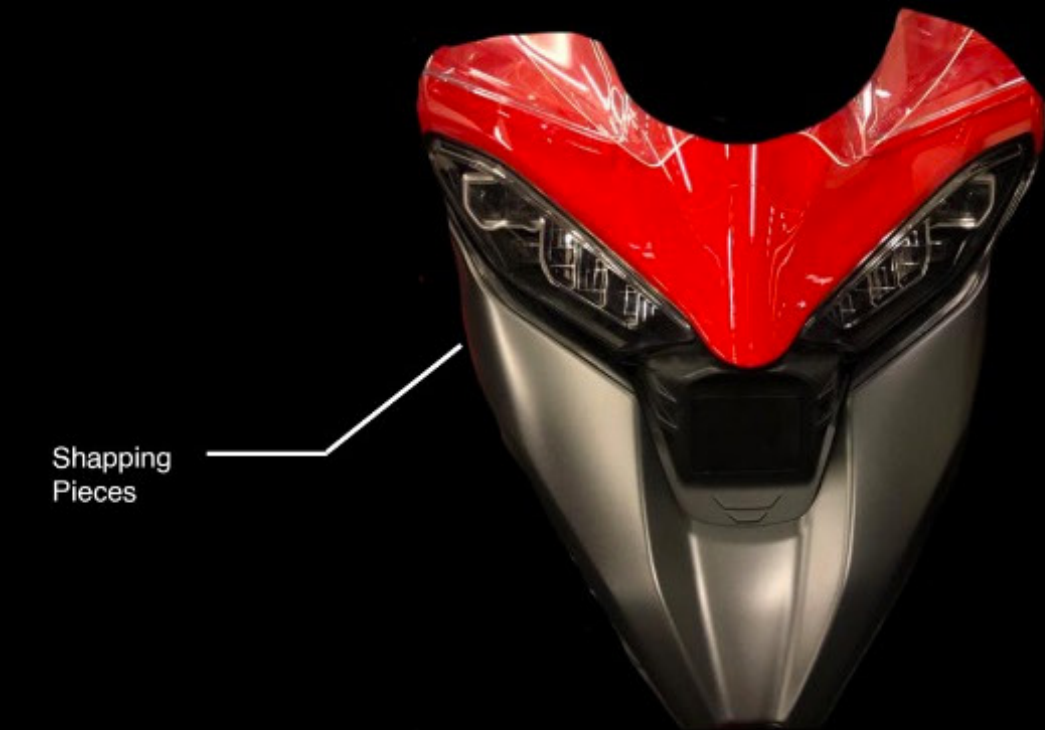
Graphics



Pattern / side air flow



Pattern



Shapping Pieces

Buttons

VALUES: OUR APPROACH



PERFORMANCE

TRUST

SOPHISTICATION

STYLE



DECONSTRUCTION OF OUR VALUES					
PERFORMANCE		TRUST	SOPHISTICATION	STYLE	
TECHNICAL		NOT 'LUXURY' BUT <u>PREMIUM</u>	EXCLUSIVES	LESS IS MORE	
COMPACT			CLEAN LINES	SPORTY	
ESSENTIALS			SENSUAL	MONOCHROME	
EMPOWERING			AUTHENTIC	RECOGNIZABLE	
WATER RESISTENT			BRANDING IN DETAIL	ANTI-LOGOMANIA	

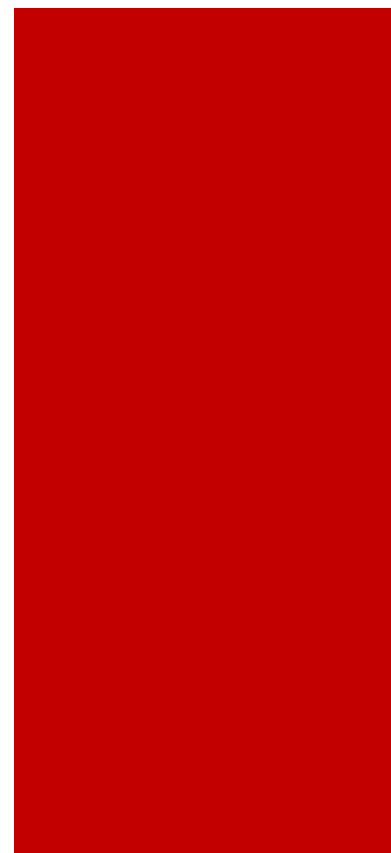


**THE TARGET IS HUNGRY FOR
STYLE, QUALITY AND SOPHISTICATION.**

**BUT THERE IS NO ONE TO SHOW
HOW IT IS DONE**

THE MARKET IS EMPTY.

THE MODERN SOPHISTICATION

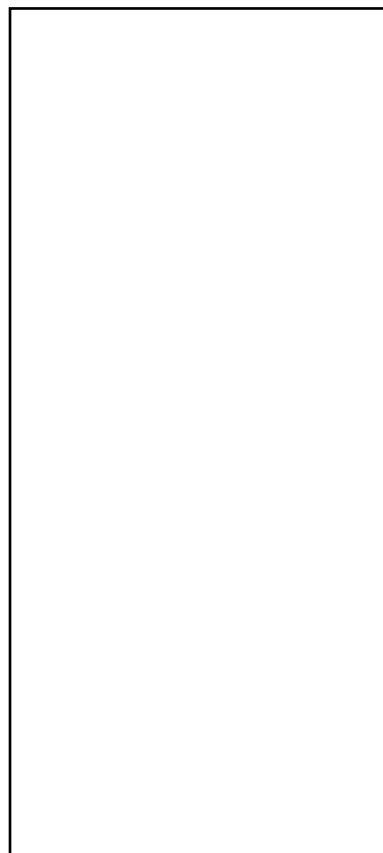


RED

R 194

G 0

B 0



WHITE

R 255

G 255

B 255



BEIGE

R 191

G 170

B 140

ALL MONOCHROME LOOKS.

**COMPLETE COLLECTION AND BRANDING
IN EVERY COMBINATION.**







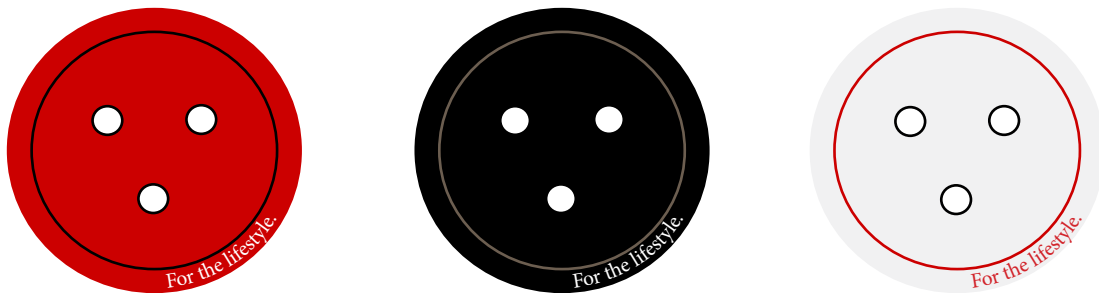


REPETATIVE DETAILS

EMBRODIERIES



BUTTONS



ZIPPERS



DECORATIVE DETAILS

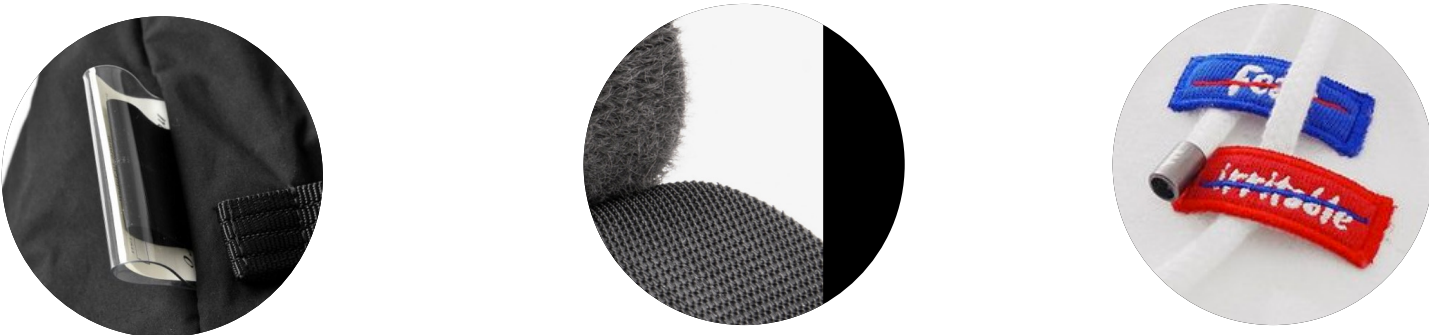
PATCHES



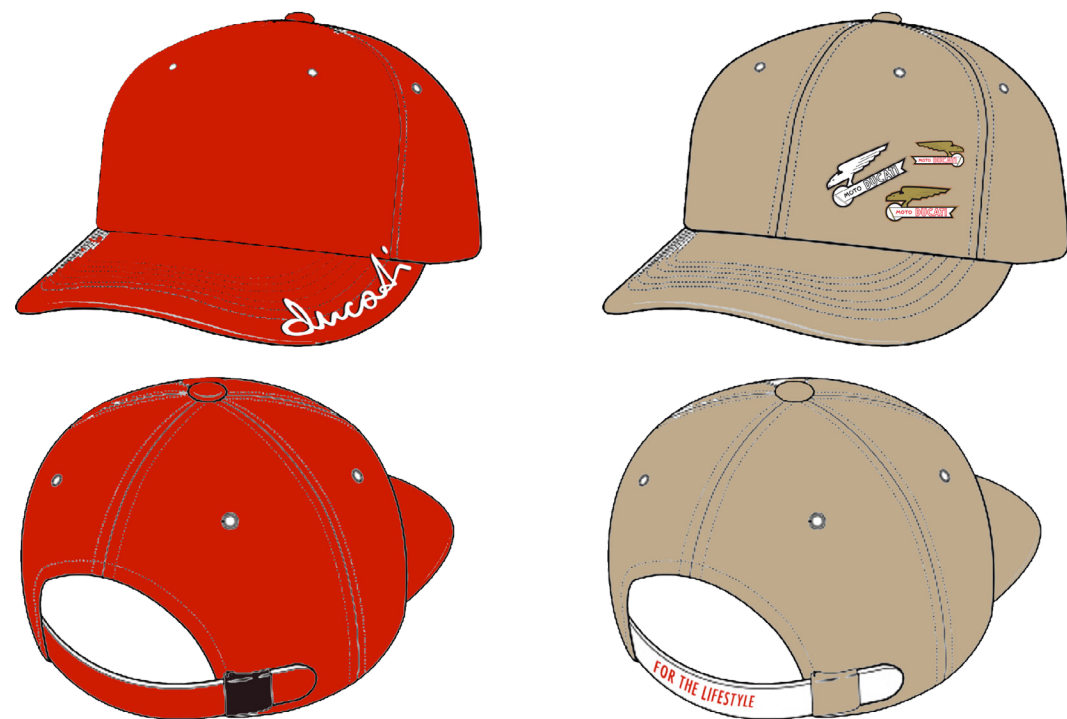
METALLINGS



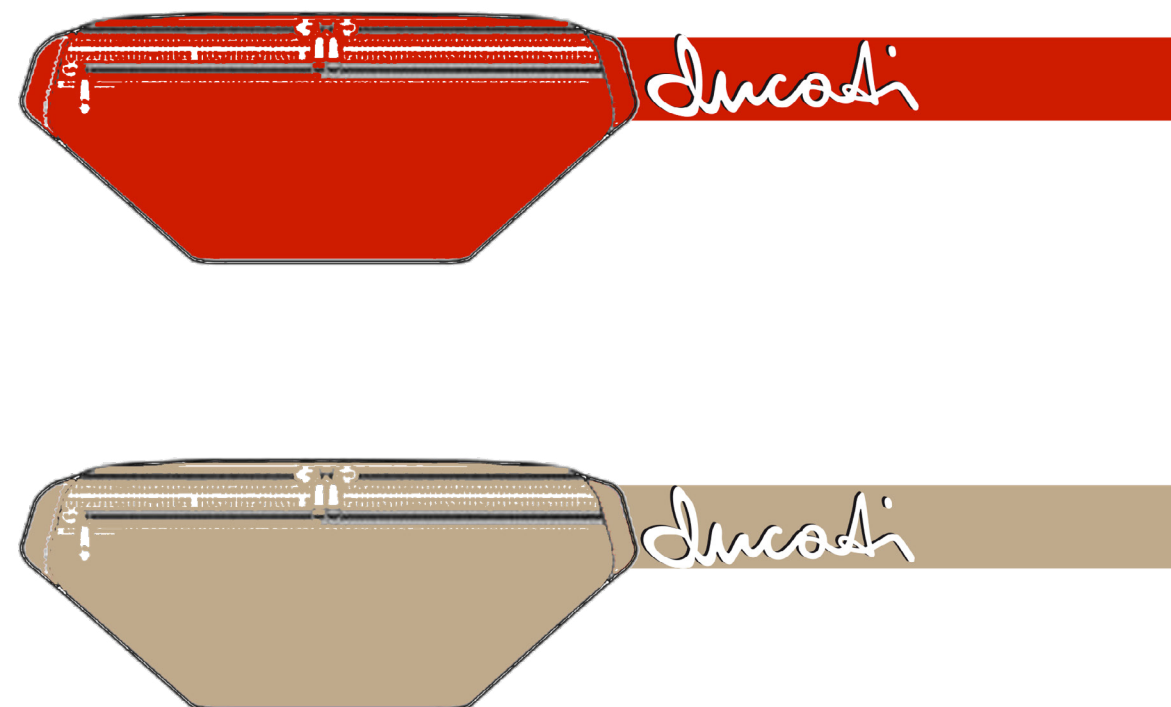
OUTSKIRTS



CAPS





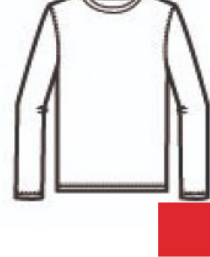


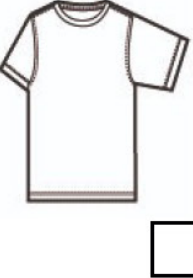
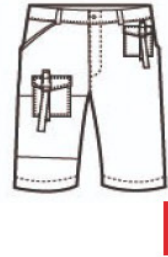


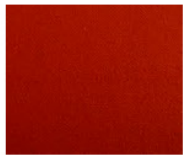


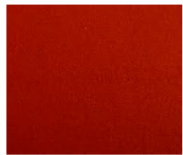









FENNY BAGS



SOCKS



type	Jackets			Shirts & Sweatshirts					Pants & Shorts		
garment	Red 	White 	Beige 	Red shirt, short sleeve 	Red basic long sleeve T-shirt 	Beige t-shirt 	White hoodie 	White T-shirt 	Red shorts 	White pants 	Beige pants 
fabric	bonded wool + jersey 	Bonded nylon + jersey 	Bonded wool + jersey 	Bonded textured on nylon + light jersey 	light cotton jersey 	wool light jersey 	cotton jersey 	cotton jersey 	Nylon 	cotton jersey 	wool light jersey 
finishing	Antidrop fiber Antivirus	Antidrop fiber Antivirus	Antidrop fiber Antivirus	Antivirus	Transpirant membrane Antivirus	Transpirant membrane Antivirus	Antivirus	Transpirant membrane Antivirus	Antivirus	Antivirus	Transpirant membrane Antivirus
trims	Red buttons	Black zippers and buttons	Beige buttons Invisible zippers for pockets on tone	Red buttons	Red rib	Red rib	White laces White press buttons	White rib	Elastics	Elastics White laces Buttons for side pockets	Elastics Beige laces
details	On tone stiches ion the hemline Embroidered details.	Printed logo	On tone pattches on the sleeves	Logo tags on left pocket	Logo flag on hemline	Embroidered logo on tone	Printed logos on the back, dettachable hoodie, endings customized.	Printed logo	Ending on laces customized. Logo flag	Ending on laces customized.	Ending on laces customized.





COMMUNICATIONS

TRANSMEDIA CHANNELS

PHYGITAL

CLICK AND TRY SCREENS
AROUND THE CITIES

ONLINE

SIMPLIFIED
WEBSITE & APP DESIGN

OFFLINE

COLLECTION LAUNCH EVENT:
EXHIBITION

SCREENS



CLICK & TRY SCREENS

A COMBINED EXPERIENCE TO
TRY ON THE STREET &
BUY IT FROM THE NEAREST STORE

Distributed around the city, The Ducati Screen has the opportunity to hook anyone, at any age with any interest, because it is modern, easy and adaptable to every event.

The Ducati Screens can be the step Ducati takes into Phygital Communications World.



IN STORE SCREEN



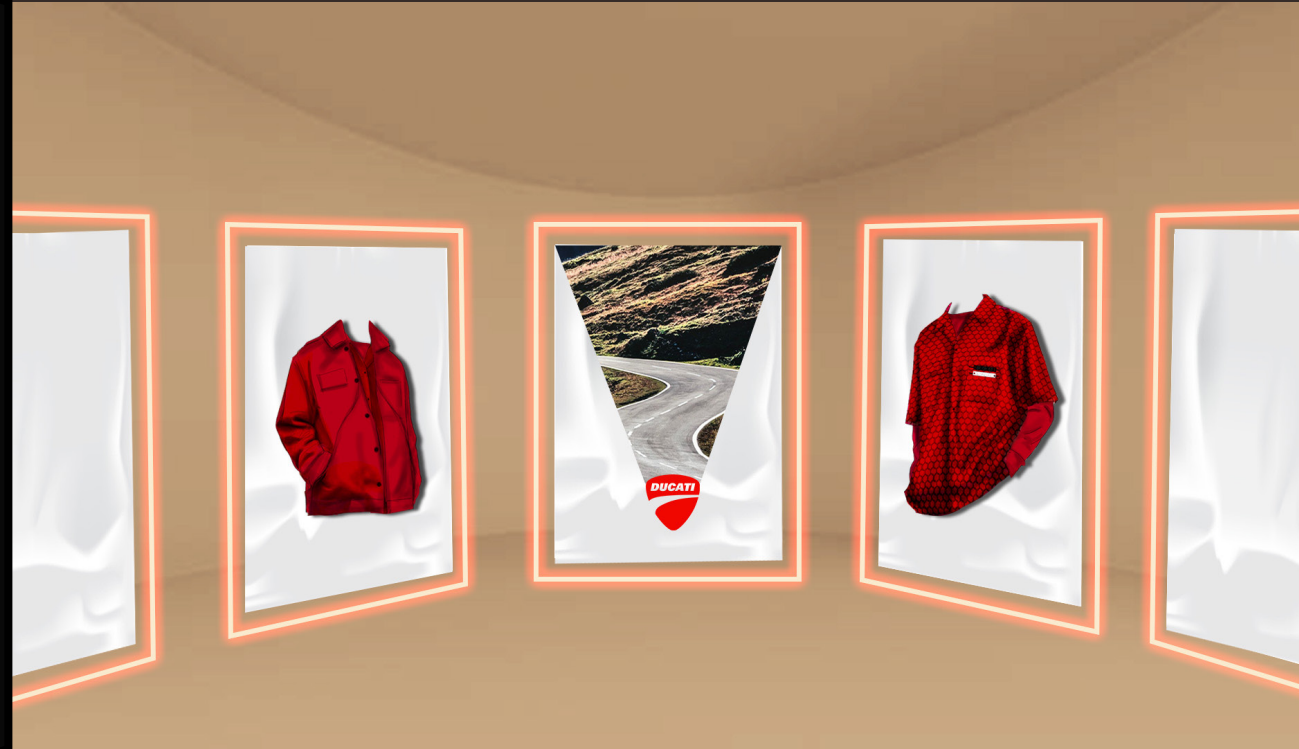
CLICK & BUY SCREENS

DIGITAL LEG OF THE RETAIL STORE.
EASES THE COMPLEXITY FOR RETAILER

LAUNCH: EXHIBITION START



A ROAD TO ***DUCATI***





STORE ADAPTATION OF THE LAUNCH



THANK YOU

DOMUS X DUCATI DESIGN MARATHON '21