MONCLER

by
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Teng Dong

for
Retail & Visual Merchandising/Fashion
Buying/Digital Communication

13/01/2022

PUSH FOR HIGHER PEAKS

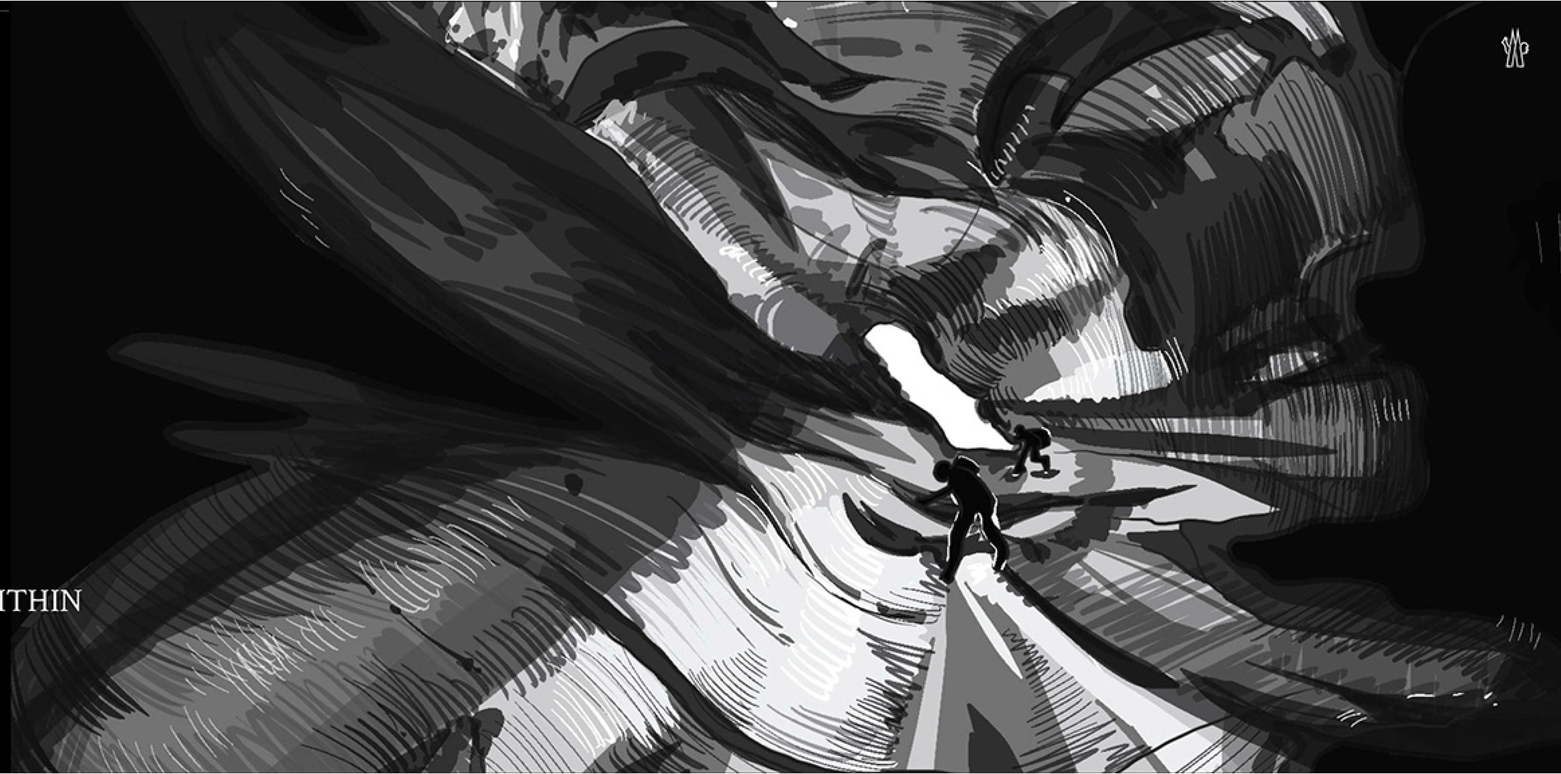
BRING OTHER VOICES IN

EMBRACE CRAZY

KEEP WARM

PLAN BEYOND TOMORROW

EMBRACE EXTRAORDINARY AND DISCOVER THE GENIUS WITHIN



BRAND VALUES
DECONSTRUCTED

KEEP DEVELOPING
FOR EXCELLENCE

TAKE THE CORE MATERIAL
TO DIFFERENT EXPEDITIONS

CONNECTION
SUPPORT
AUTHENTICITY

CREATIVITY &
INNOVATION

OUT OF THE BOX THINKING

SUSTAINABILITY &
AWARENESS

ICON

PRODUCT (USP)

THE DOWN JACKET

FUNCTIONAL, LIGHT AND
ALWAYS IN STYLE

The first down jackets were conceived to protect workers who wore them over their overalls against the cold, in the small mountain factory. French mountaineer Lionel Terray first noticed them and foresaw their potential.

Since then Moncler keeps innovating and developing their iconic product, taking the material ans the style across many perspectives.

"Citizens who have a solid purchasing power, who are sportive but want to keep a sense of fashion in their outfits."

-Sara Daib-Harizi Chatouan, Trend Researcher

CURRENT CLIENT

People with 25-65 age range
Mainly from China
Most sales in Asia, followed by Europe
Selling to everyone

1. Family- def: People you love and have a connection

TARGET MARKET

Gen Z and Millennials
They look for products that are not only high quality but innovative and timeless in their closet
High earning millennials who aren't rich yet

"The next generation will represent 80 percent of fashion and Luxury consumers in 2035."

-WWD

CURRENT CLIENT INTERVIEWS

https://youtu.be/p2ITKgCeCjs

CURRENT CUS. KEYWORDS

FASHION

LUXURY

INNOVATIVE

CARE FOR DETAIL

COMFORTABLE

PROFESSIONAL

EXCLUSIVE

EXPENSIVE

TARGET MARKET

FROM THE YOUTH

DYNAMIC, SPORTY, LUXURIOUS
-Francesca, 28

SUSTAINABLE, TECHNICAL, COOL
-Giulio, 25

LUXURY, ENGINEERING, EXPENSIVE
-Lorenzo, 25

DOWN JACKET, LEADER, SKIING
-Pietro, 23

WARM IN COLD, STYLE, EXPENSIVE
- Nino, 22

OVERRATED, CHIC, EXPENSIVE
-Daan, 21

13-28 STREET INTERVIEW

CONSTRUCTION, ECO MATERIALS, PUFF
-Marco, 21

BENEFITIANARY, STYLISH, EXPENSIVE
-Robin, 21

HISTORICAL, OVERRATED, EXPENSIVE
-Jasper, 17

SPORTY, LUXURY, WELL-KNOWN
-Mattina, 15

HYPED, FAMOUS, UNREACHABLE
-Alessio, 15

BEAUTIFUL, FASHIONABLE, COOL
-Camilla, 13

TARGET MAR. KEYWORDS

LUXURY

STYLISH

TECHNICAL

SUSTAINABLE

EXPENSIVE

OVERRATED

WELL-KNOWN

UNREACHABLE

BRAND VALUES

	PUSH FOR HIGHER PEAKS	BRING OTHER VOICES IN	EMBRACE CRAZY	KEEP WARM	PLAN BEYOND TOMORROW
STRENGTH	LUXURY TECHNICAL COMFORTABLE PROFESSIONAL CARE FOR DETAIL	STYLISH WELL-KNOWN	FASHION		SUSTAINABLE INNOVATIVE
WEAKNESS	**EXPENSIVE**			**UNREACHABLE** **OVERRATED**	

BRAND VALUES

PUSH FOR HIGHER PEAKS	BRING OTHER VOICES IN	EMBRACE CRAZY	**KEEP WARM**	PLAN BEYOND TOMORROW
STRENGTH				
VIDEO HSHSHS SKSKS SJSJSJ	VIDEO HSHSHS SKSKS SJSJSJ	VIDEO HSHSHS SKSKS SJSJSJ		VIDEO HSHSHS SKSKS SJSJSJ
WEAKNESS				
VIDEO HSHSHS SKSKS SJSJSJ	VIDEO HSHSHS SKSKS SJSJSJ	VIDEO HSHSHS SKSKS SJSJSJ	UNREACHABLE OVERRATED	VIDEO HSHSHS SKSKS SJSJSJ

CARE

PERSONAL ATTENTION

SUPPORT TO AUTHENTICITY

KEEP WARM

BEYOND TRADITIONAL
STANDARDS & STEREOTYPES

KEEP WARM

CARE

PERSONAL ATTENTION

SUPPORT TO AUTHENTICITY

BEYOND TRADITIONAL STANDARDS & STEREOTYPES

REPAIRMANSHIP CUSTOMISATION PERSONALISATION

OUR BRAND GIVES

KEEP WARM

CARE

PERSONAL ATTENTION

SUPPORT TO ONE'S SELF

BEYOND TRADITIONAL STANDARDS & STEREOTYPES

REPAIRMANSHIP CUSTOMISATION PERSONALISATION

CARE
BROKEN JACKET 101

REPAIRMANSHIP

DO WE *REALLY* SUPPORT HERRITAGE ?

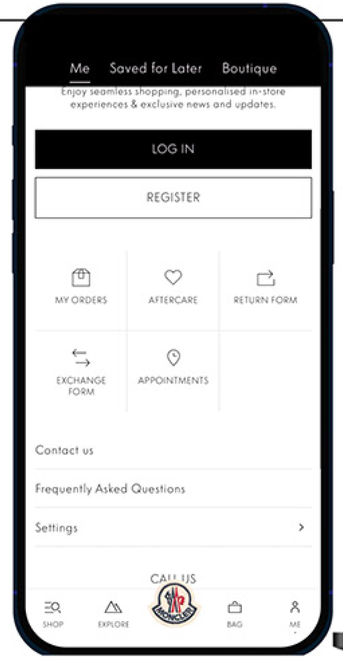
ISSUE: **4 CM'S VERTICAL CUT ON THE TECHNICAL FABRIC IN THE ZIPPERS TOUNGE, AT THE BOTTOM PART OF THE SECTION.**

DO WE EASE THE JOURNEY?

ONLINE

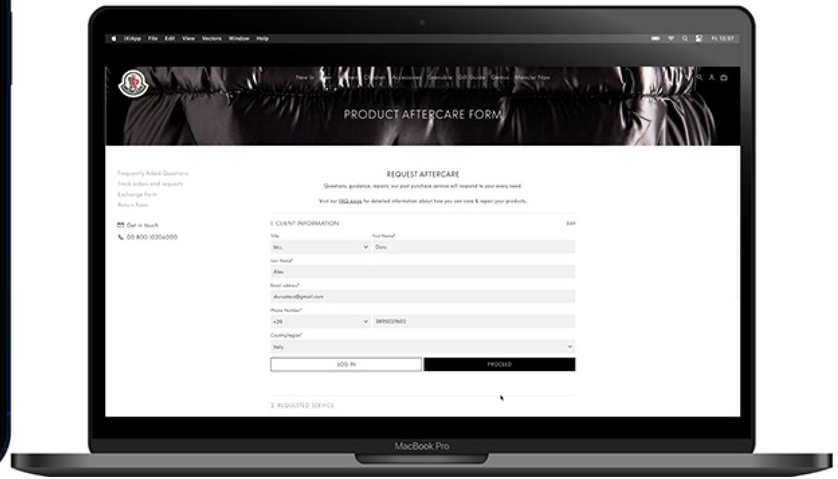
IN APP

MONCLER APP



ONLINE

MONCLER.COM



CLIENT SERVICE & AFTER CARE FORM

WEB & APP

Journey starts with the questions
'Where is the repairing service?'
'How to find a help, online?'

After being directed, we find
'REQUEST AFTERCARE' under FAQ's

No chance of booking an appointment in store for In-Store solutions.

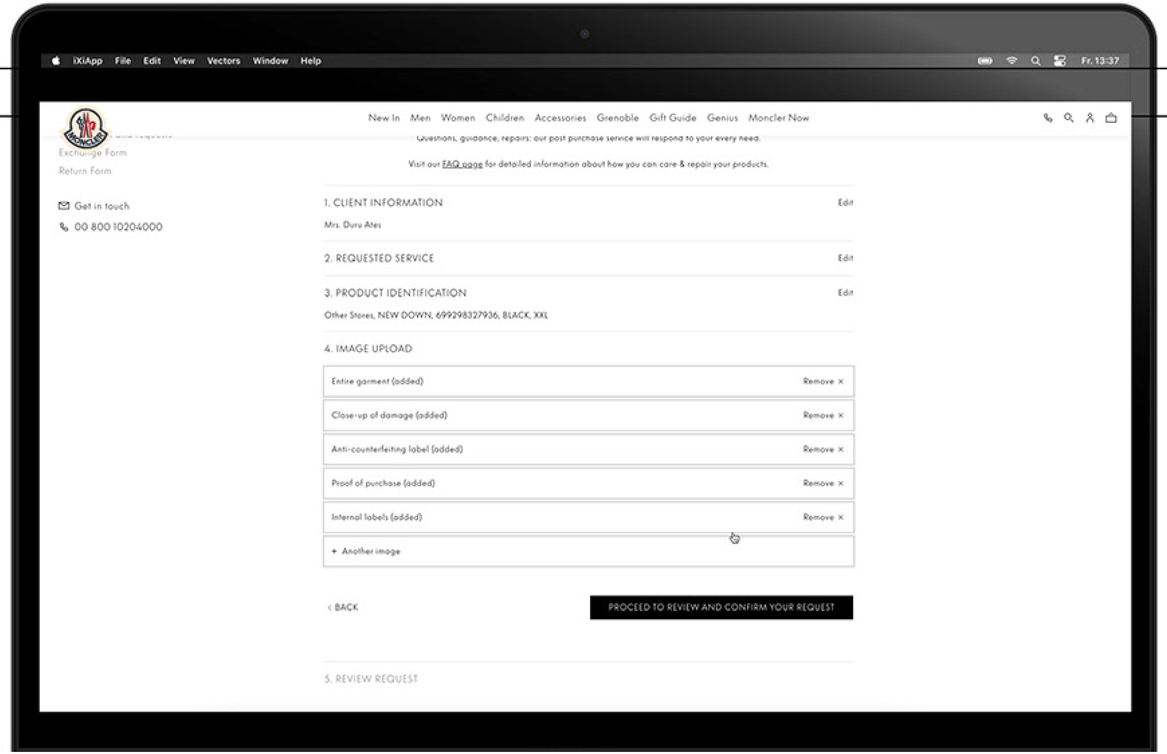
CLIENT SERVICE

Client Service phone number is very accesable, but only during workdays.
There is a fast reply performance to the emails.
(Client Service suggests you to visit a Moncler Store in your local area
OR
to fill in the REQUEST AFTERCARE Form, online.)

REPAIRMANSHIP

ONLINE

ISSUE: **4 CM'S VERTICAL CUT ON THE TECHNICAL FABRIC IN THE ZIPPERS TOUNGE, AT THE BOTTOM PART OF THE SECTION.**



AFTER CARE FORM

MONCLER.COM

REQUIREMENTS & NO RESULTS

COMPLEX, DEGRADING & DISCOURAGING

A very detailed form to fill with many requirements from the customer to verify their jacket being real.

The product gets registered.

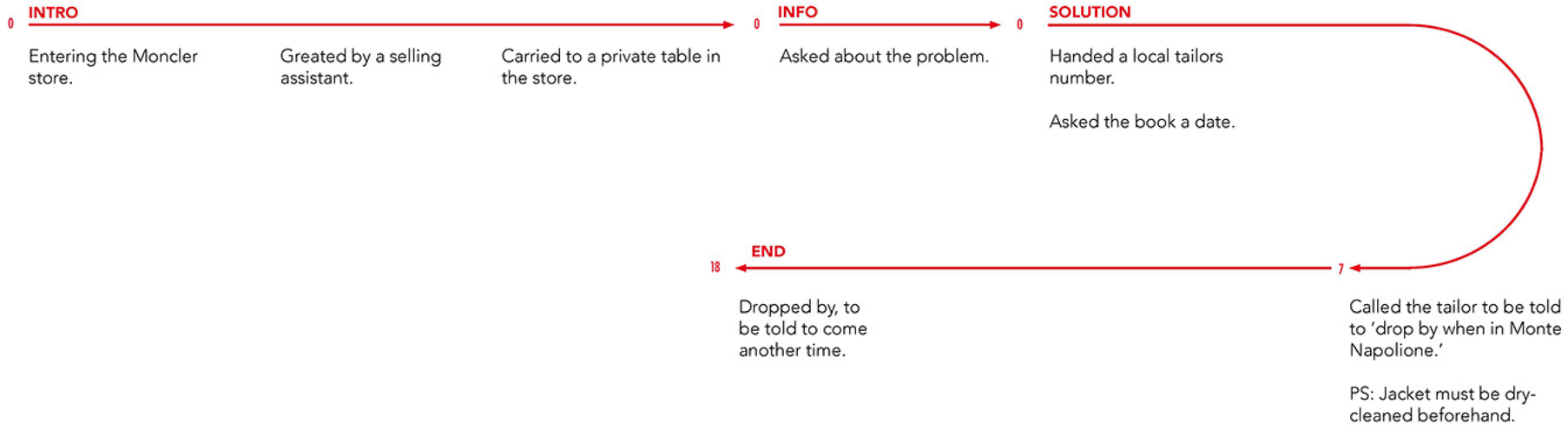
Haven't received an answer yet (09/01/22)
(Registered the jacket on 26/12/21)

REPAIRMANSHIP

IN-STORE
(& THROUGH A LOCAL TAILOR)

COST: ?
TIME: ?

LACKING IN-STORE SOLUTIONS



COMMUNICATIONS

MONCLER APP

=MONCLER WEB

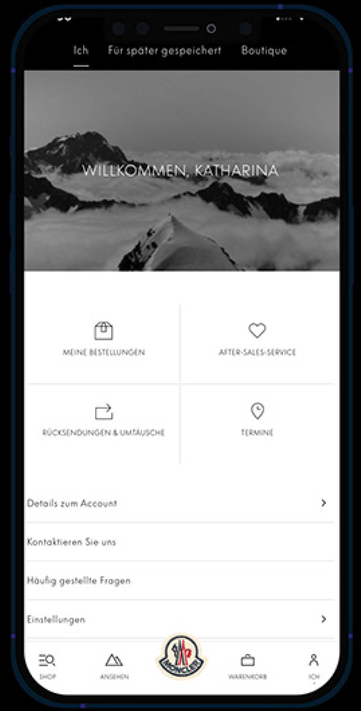
SAME FEATURES WITH THE SAME CONTENT

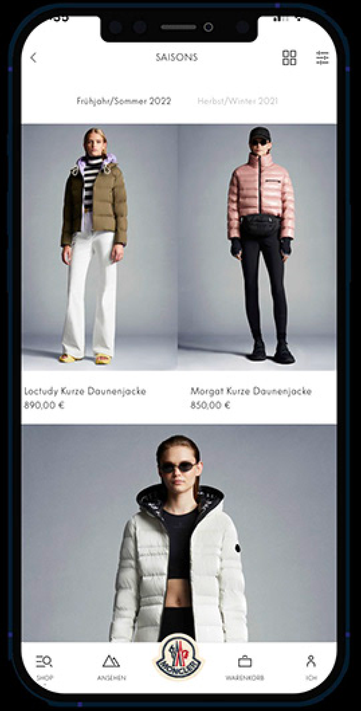
EASY SHOPPING

WITH INFORMATIVE DETAILS AND
CARE INSTRUCTIONS

EXPLORE PAGE

ARTICLES AND STORIES THAT DIRECTS THE
CUSTOMER TO PRODUCT



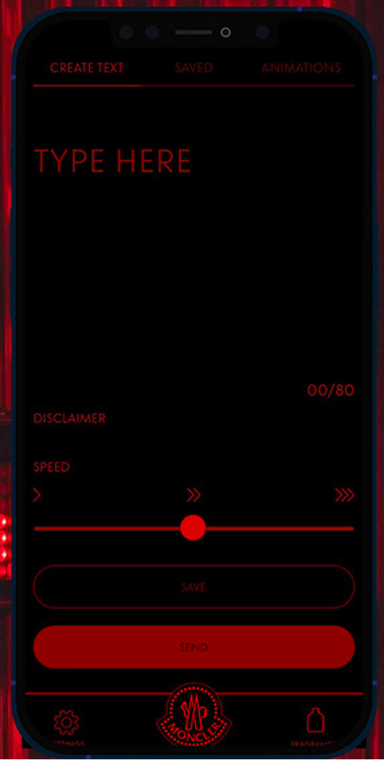


SUPPORT TO BE YOURSELF
PERSONALISATION

PERSONALISATION

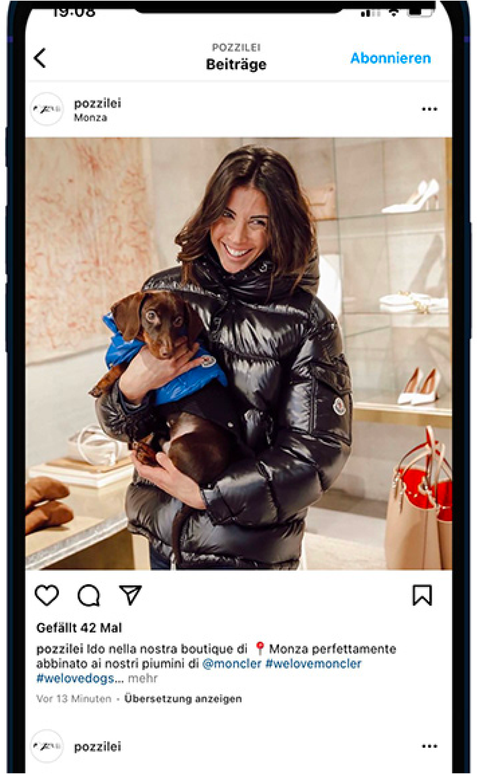
MONCLER
PARFUM

MONCLER
LUGGAGE



PERSONAL ATTENTION
CUSTOMIZATION?

Beitrag
kourtneykardash
9/10
Gefällt magsgnr und 1.790.617 weiteren Personen
kourtneykardash I love the snow (you can't tell in the first pic)
Alle 6.081 Kommentare ansehen


POZZILEI
Beiträge
Abonnieren
pozzilei
Monza
Gefällt 42 Mal
pozzilei Ido nella nostra boutique di Monza perfettamente abbinato ai nostri piumini di @moncler #welovemoncler #welovedogs... mehr
Vor 13 Minuten · Übersetzung anzeigen
pozzilei

PERNILLETEISBAEK
Beiträge
Abonnieren
pernilleteisbaek
mytheresa.com
moncler
Gefällt stevieswonderland und 19.608 weiteren Personen
pernilleteisbaek Annonce Same same, but different

IN-STORE

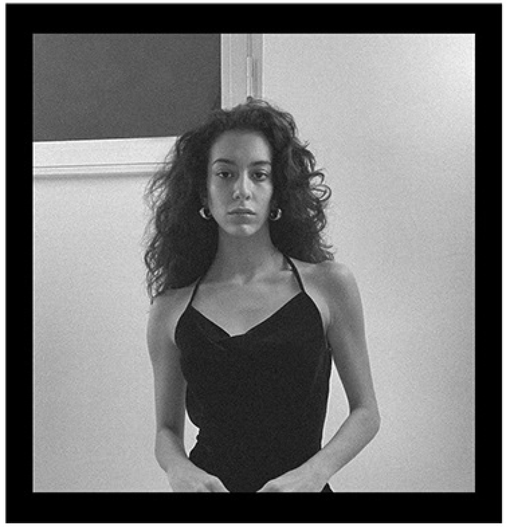
CUSTOMER JOURNIES

KATHARINA

CAIO

TENG

DURU



CUS. JOURNEY TIMELINES

GALLERIA

ENTERENCE → 0 → 1 → 2 → HELP

0	1	2	HELP	
Asked to use the hand sanitizer.	Greated by the Staff.	Got carried to a private table.	Asked if they have 'Aftercare' in store, mentioning it is for research.	Got rejected to answer.

GALLERIA

ENTERENCE → 0 → 1 → 2 → HELP

0	1	2	HELP
Asked to use the hand sanitizer.	Greated by the Staff.	Visited the store alone.	Got answered when asked a question to the Staff.

GALLERIA

ENTERENCE → 0 → EXIT

0
Asked to use the hand sanitizer.

GALLERIA

ENTERENCE → 0 → 1 → 2 → HELP

0	1	2	HELP
Asked to use the hand sanitizer.	Greated by the Staff.	Asked if they have 'Aftercare' in store.	Got personally & privately helped (with a local tailor contact information).

NO SOCIAL MEDIA INTERACTION

TOO MANY PEOPLE 'JUST STANDING'

NO DIFFERENT THAN ANY OTHER 'LUXURY' STORE

FROM THE USER INTERVIEWS

I PREFER GOING TO THE STORE AS I WANT TO SEE THE PRODUCTS AND TRY THEM ON.

I LIKE VIA **MONTENAPOLEONE**, BECAUSE **IT'S THE MOST VARIATED.**

-Francesco, 14

THE SERVICE WAS EXPECTED.
VERY SERIOUS PEOPLE.

IT'S NOT LUXURY LIKE THEY DIDN'T OFFER ME A BOTTLE OF WATER.

I WOULD EXPECT THAT.

-Jin, 21

IT'S IS LUXURY YES, BUT SIMILAR TO ANY OTHER LUXURY BRAND.

WHEN I WAS THERE IT DIDN'T FEEL 'WHAT CAN WE DO FOR YOU?' BUT MORE **'WE ARE MONCLER, WHAT CAN YOU DO FOR US?**

-Maximilian, 22

IT'S **BORING.**
I WENT INSIDE FOR SNOW EQUIPMENT, BUT THE STORE DIDN'T HAVE THIS SPORTS ELEMENT.
IT WAS **MONEY DISPLAYED IN MONEY.**

-Bengisu, 24

THE WINDOW DISPLAYS ARE WORTH THE LOOK.

NO ONE SPOKE WITH ME UNLESS I ASKED. BUT **THEY WERE THERE FOR ME WHEN NEEDED.**

-Alessandro, 39

STORE

Separeted rooms into blocks,
with no interactions and
attractions.

SERVICE

Distant brand language and actions
despite the brand values.

APP

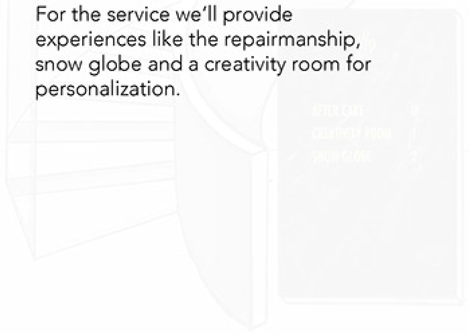
The same as the website, product
oriented with profile to log in.

STORE

An experiential; simpler, minimal store design with reduced usage of materials/displays.

SERVICE

For the service we'll provide experiences like the repairmanship, snow globe and a creativity room for personalization.



COMMUNICATIONS

Being a main touchpoint with the customer. It directly connects to the store functions as well as an event calendar with special events.
Also the interactive content of the store will be communicated throughout the city.

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