



'STREAMING GEN Z'

BY DURU ATES & ANNA QUIRINO



**FIDENZA VILLAGE IS NOT AN OUTLET,
IT'S THE HOUSE OF FASHION.**

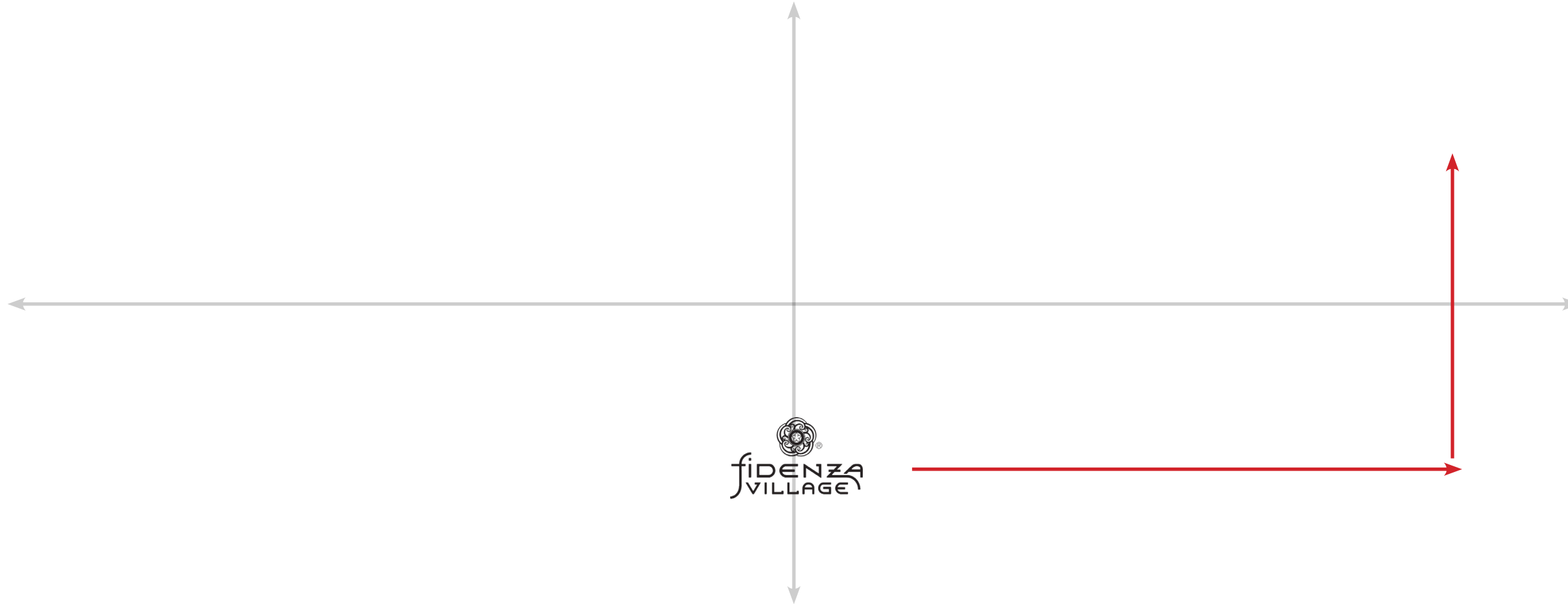
INTERNATIONAL

CONSERVATIVE
VOICE

UP-TO-DATE
VOICE



LOCAL



INTERNATIONAL

CONSERVATIVE
VOICE

EXPAND THE CONCEPT TO INTERNATIONAL BOARDS

UP-TO-DATE
VOICE

IN THE LANGUAGE OF GEN Z



LOCAL

GEN Z
2 BILLION
IN THE WORLD

GEN Z RANKS WATCHING VIDEO CONTENT
IN **TOP 5** OF THEIR ENTERTAINMENT ACTIVITIES



EXPAND THE CONCEPT TO INTERNATIONAL BOARDERS
IN THE LANGUAGE OF GEN Z

OUR CONCEPT

OUR TARGET

OUR LANGUAGE/
TOOLS

FIDENZA VILLAGE:
THE HOUSE OF
FASHION

INTERNATIONAL
GEN Z AUDIENCE

VIDEO
CONTENT WITH
OMNICHANNEL
STRATEGY



"...The story ends with the **conversion of the film studio into an upscale regional retail center.**

The current project is typologically rendered in four building types including "studio centrale," "sound stages," "stage sets," as well as "infill buildings."

-JRDV Urban International

A STITCH

IN ITALY

NEW SERIES
MARCH 27 | prime video

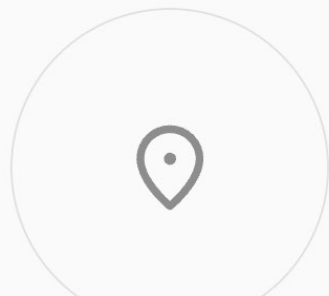
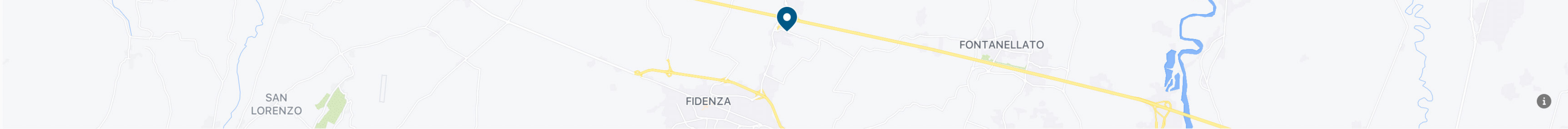


WATCH IT. WEAR IT.

WATCH IT

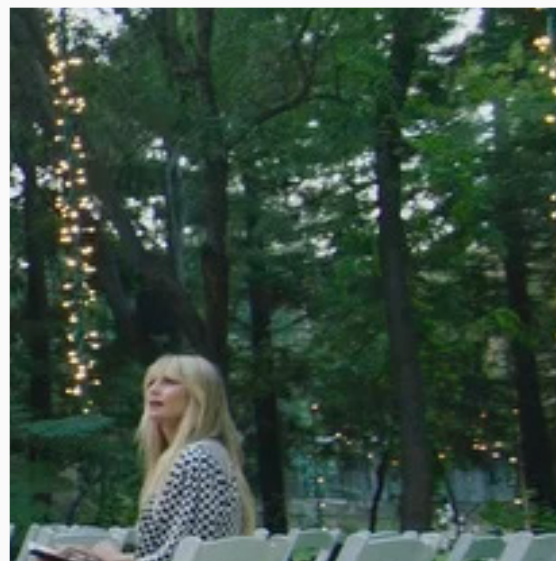
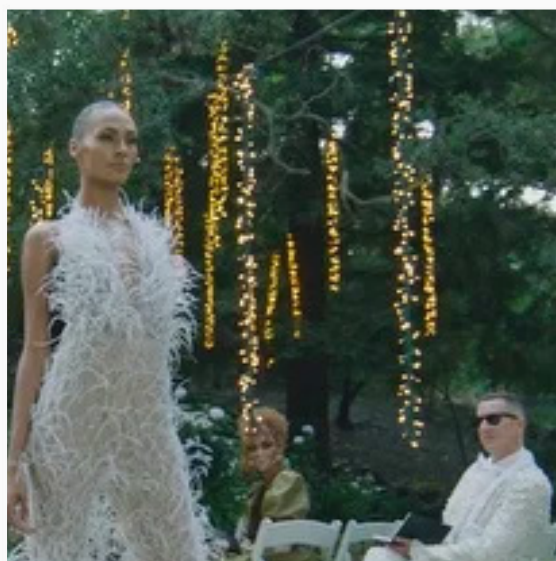
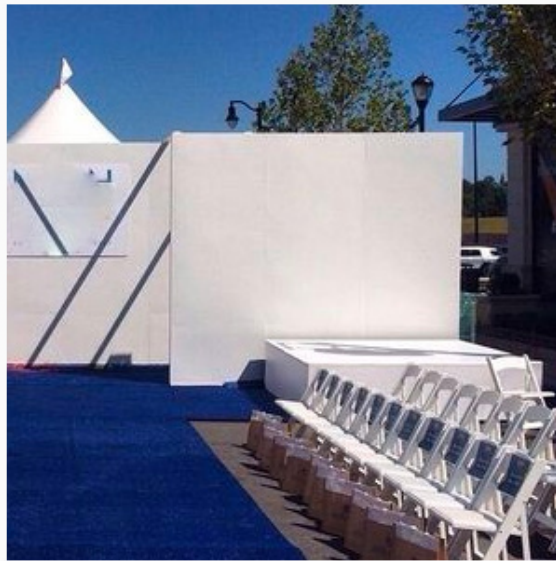


WEAR IT



Fidenza Village The House of Fashion : Shows

Top posts



**CHIARA
FERRAGNI**

Host

**MAIN HOST
JUDGE/TIE BREAKER**



**ANDREA
BATILLA**

Co-host

**ATELIER
MENTORSHIP**



10 DESIGNERS WITH EXISTING BRANDS



FASHION DESIGN



TEAM MANAGEMENT



RETAIL DESIGN



BUSINESS STRATEGIES

THE SHOW & CHALLENGES

JUDGES



ANNA DELLO RUSSO



GIULIANO CALZA



CHIARA FERRAGNI



SEASON 1 EPISODE 9



Watch Party



8. Brand Evolution



Chiara & Andrea take the four remaining designers to a serene tea ceremony before revealing the next assignment. Now, the designers must create a two-to-four look mini-collection that embodies the evolution of their brands since the beginning...

Watch Party

Audio languages

April 17 2024

56min

13+

Subtitles

Audio languages



9. Pop Up Shop



Chiara & Andrea tell the top three finalists to pack their bags because they're going... home! While there, the designers must begin to put together a final collection and conceptualize a pop-up shop that will be hosted in Fidenza Village in just one...

Watch Party

April 24 2024

54min

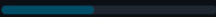
13+

Subtitles

Audio languages



10. The Winner: The Next Global Brand



In the season finale of A Stitch in Italy , one designer's journey comes to an end – leaving the last two designers to present a business pitch to the President of Amazon Fashion and showcase a final twelve to fourteen look collection. One designer ...

Watch Party

April 24 2024

1 h 1 min

13+

Subtitles

Audio languages



BRING THE CUSTOMER
INTO THE VILLAGE



OMNI CHANNEL STRATEGY

DIRECT & CONSTANT COMMUNICATION

BETWEEN THE BRAND AND THE CLIENT

CONNECT ONLINE
UNDER
● FIDENZA VILLAGE



1A9MNG
GONNA IN CRÊPE DI LANA
CON BOTTONI A
PRESSIONE

taglia 36 >

[Trova la tua taglia](#)

€3.500,00

52 ITEMS SOLD

La gonna a vita alta, realizzata in doppio crêpe di lana, rivisita un modello iconico in chiave moderna. Il capo, con taglio alla caviglia, è impreziosito dal fiocco e dall'elemento decorativo a forma di catenella tipici della collezione, entrambi tono su tono. L'audace spacco frontale cela pratici bottoni a pressione che consentono di indossare la creazione in modi diversi.

PRIZES*

500.000 Euros [to kick start the company]

**A 2 Year release
with Fashion Retailer Fidenza Village**

**Competition Winner Prizes*

Fashion Mentorship from
Amazon

The chance to sell a collection
on Amazon Fashion store

The chance to sell a second
collection in collaboration with
GCDS



PRIZES*

EVERY WEEK

Week 1

DURING
RELEASE:

THE
WINNING
LOOKS
WILL BE
AVAILABLE IN
FIDENZA
VILLAGE
CONCIERGE

TO SHOP THE
PHENOMENON

Week 3

Week 4

Episodes (10)

Sort by ▾



1. Welcome to Fidenza Village

Fashion Bubble Display before Release in Fidenza Village

Watch Party

March 27 2024

1 h 9 min

13+

Subtitles

Audio languages



2. Haute Couture

24h Pop Up in Milan with the Winning Looks

Watch Party

March 27 2024

59min

13+

Subtitles

Audio languages



3. Collaboration

Opportunity to Sell the Winning Looks on Fidenza Village Virtual Shopping Platform

April 3 2024

57min

13+

Subtitles

Audio languages



4. Fight For Your Life

Collaboration Opportunity with Missoni

April 3 2024

52min

13+

Subtitles

Audio languages

*Weekly Winner
Prizes



HOUSE OF FASHION



EXPERIENCIAL



ATTRACTIVE



ACCESSIBLE



ITALIAN
&
REPRESENTATIVE

prime video

Home Store Channels Categories ▾ My Stuff



AMAZON ORIGINAL

A STITCH IN ITALY

Season 1 ▾

2024

X-Ray

HDR

UHD

AD

13+



Chiara Ferragni hosts 10 designers who face challenges and assignments that will test their fashion design skills and their abilities to run all aspects of a business. Chiara Ferragni hosts 10 designers who face challenges and assignments that will test their fashion design skills and their abilities to run all aspects of a business.

Starring

Genres

Subtitles

Audio languages

Chiara Ferragni, Andrea Batilla

Unscripted, Special Interest

English [CC], Italiano, more...

English, English [Audio Description]



Episode 6
Continue watching



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Episodes

Related

Details

Episodes (10)

Sort by ▾



1. Chiara & Andrea's Greetings from Fidenza

March 27 2024

1 h 9 min

ONLINE
CONSISTENCY



'THE LOCATION'
OF SHOPPING



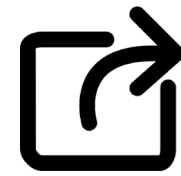
IN
THE CLICK
OF GEN Z



COMMUNICATIONS



DURING SHOOTING



DURING RELEASE

DURING SHOOTING

WEEKLY FASHION SHOWS



COMING TO FIDENZA VILLAGE

FOR
CHIARA, GULIANO FOR ANNA



COMING TO FIDENZA VILLAGE

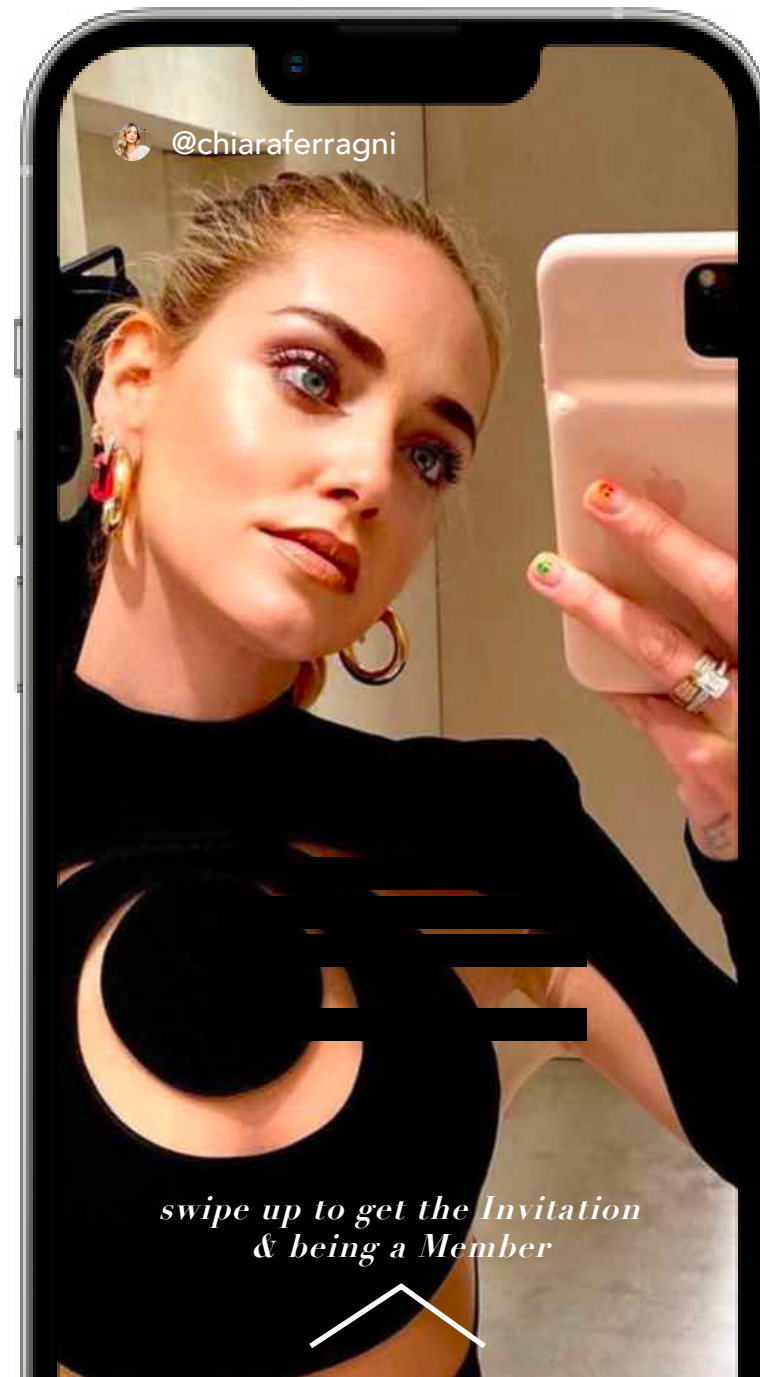
FOR SEEING A
FASHION COMPETITION/ SHOW
BEING MADE



COMING TO FIDENZA VILLAGE

FOR A GOOD SHOPPING DAY,
TO FOLLOW UP W/
PARTICIPATION
IN A FASHION EVENT

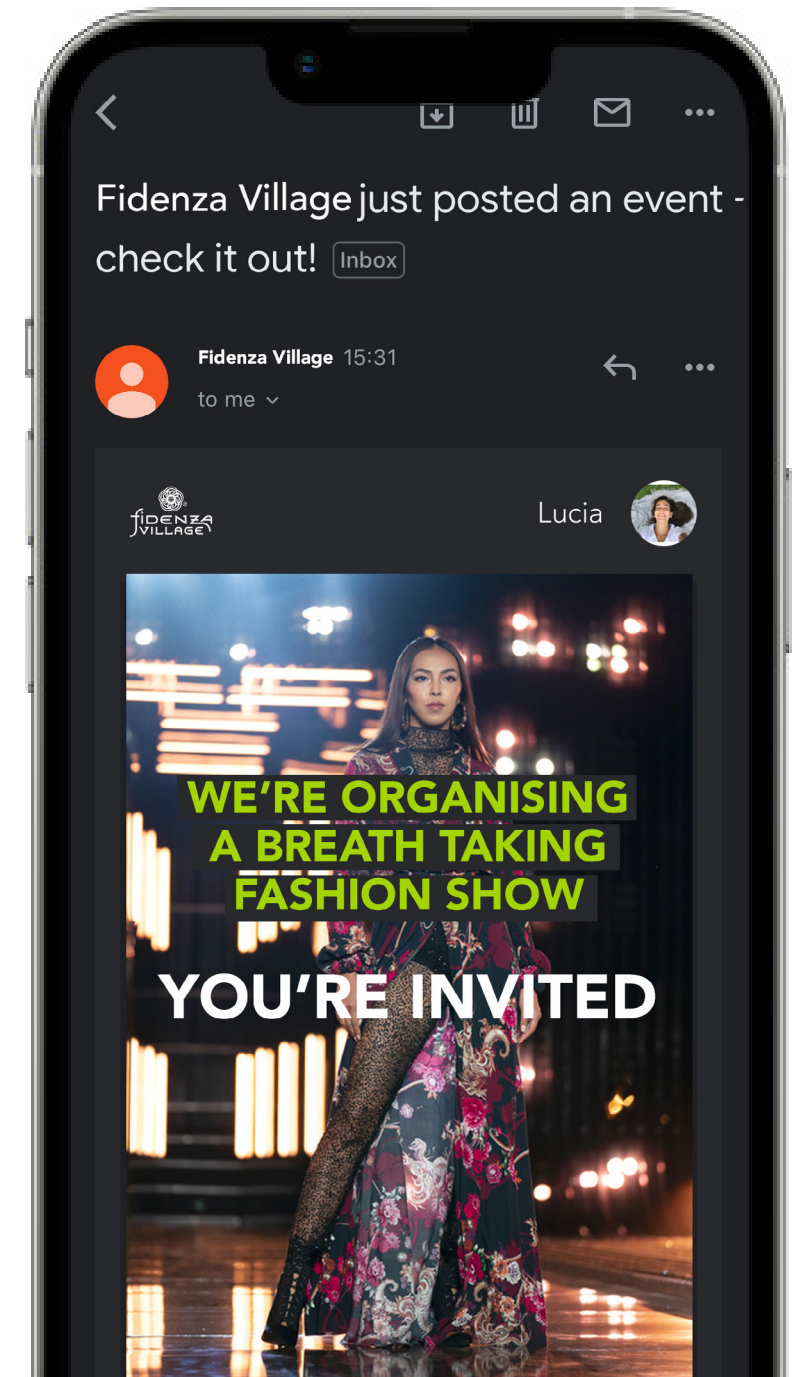
OUR CELEBS



SOCIAL MEDIA @FIDENZAVILLAGE

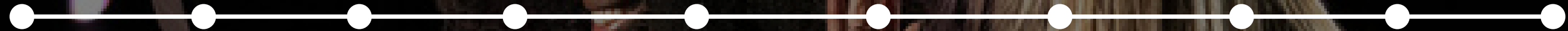


EMAIL FOR MEMBERS



DURING RELEASE

WEEKLY WINNERS & DESIGNS



COMING TO FIDENZA VILLAGE

FOR
SHOPPING THE PHENEMENON



COMING TO FIDENZA VILLAGE

TO HAVE A NEW/ FRESH
FASHION RETAIL EXPERIENCE



COMING TO FIDENZA VILLAGE

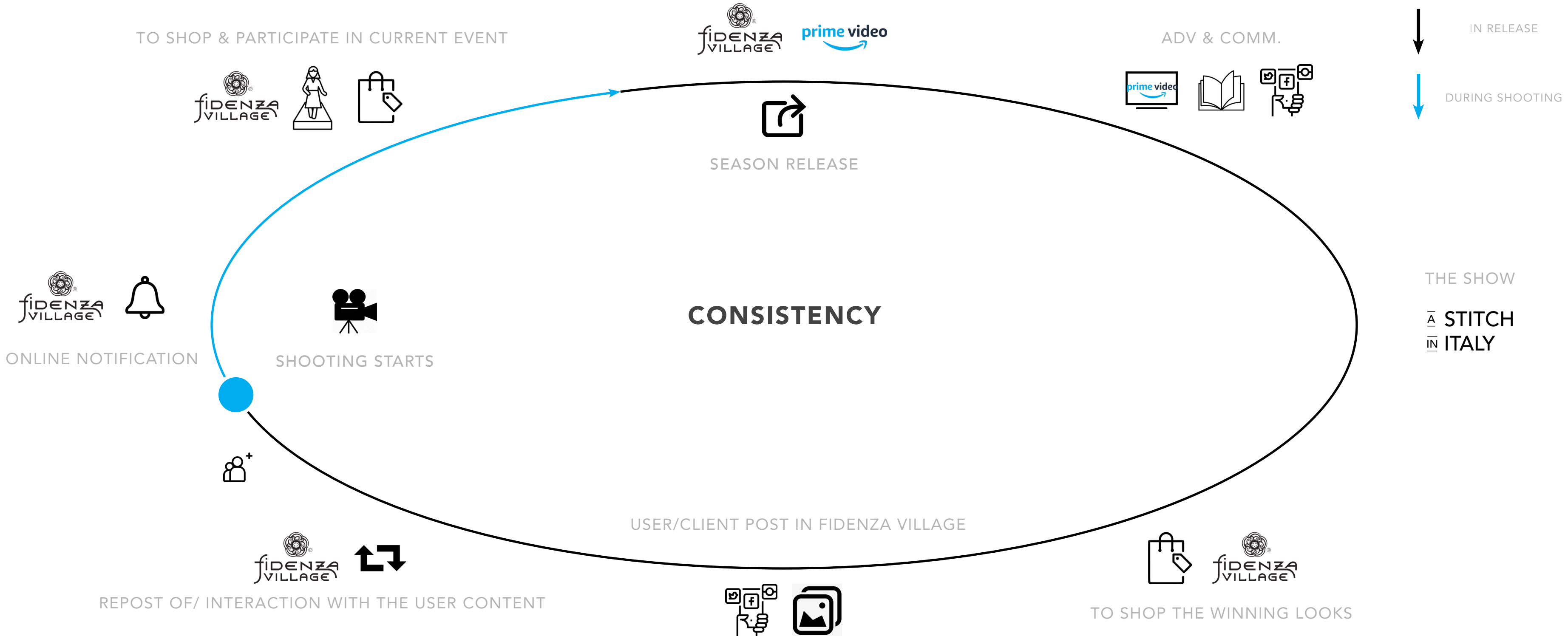
FOR A GOOD SHOPPING DAY,
TO SEE COMPLETELY NEW
DESIGNS IN OUR FASHION
BUBBLES

RELEASE

THE EVENT

(inside the booklet)
(we're out of time)





AMAZON ORIGINAL

A STITCH
IN ITALY

NEW SERIES
MARCH 27

prime video

