

Armani
Marketing Plan
Spring/Summer 2021

By Ikram Ahmad
BUF 3310

Company & Brand Overview

Giorgio Armani has been a Fashion veteran since 1975 and remains a staple of Luxurious clothing for Men and Women. Over time our Brand Armani has utilized much time and focus into altering and marketing clothing to appeal to different target markets. While 2020's pandemic impacted the fashion industry relatively hard it's our job to implement the time and focus to restructure our marketing strategy for the next seasons to come. The Spring/Summer 2021 collection will be the forefront of the breakthrough ever since the inception of the pandemic and we plan to hit the ground hard by marketing this collection in a unique and versatile way.

Starting off with our company, Emporio Armani was founded in 1975 by Giorgio Armani. Giorgio Armani is considered to be the most popular and influential designer in Italy. The Armani brand provides nothing but the best quality of sophistication in a timeless style that extends from luxury garments to jewellery, and even aftershaves. The company describes themselves as "Providing Quality, sophistication and style-timeless values with global appeal."

Focusing on the designer himself, Giorgio Armani was born in Piacenza Italy where he spent time serving the military but eventually dedicated himself to the fashion industry in the 1960's. With his extensive knowledge in design and fabric he took on being a designer of mens clothing company called "Hitman." Armani eventually left the brand and started designing his own label going on to design womens wear as well. Armani was responsible for demolishing the floral print trend of the 80's and putting

women into chic and business casual clothing that seemed sleek and a style that was timeless.

Mission & Vision Statement

Ultimately Armani's mission statement is to create clothing that meets a standard of perfection that transcends fashion. Armani's brand has conducted nothing but what their mission statement initially is. The brand's integrity stays with perfectionists that aligns well with new and past trends in fashion. Armani focuses on old style modernistic fashion that will always be considered timeless. Armani's Vision statement is "to ensure the respect of values and principles: the management of activities in an ethical way with moral integrity and correctness." In other words here at Armani we respect values and principles beyond just our own and will provide nothing but correctness and moral integrity. This boils down to our statement about sustainability and how we consider that very serious matter when it comes to production of our clothing.

SWOT Analysis

Starting off with strengths, Giorgio Armani is considered to be the top brand in the fashion industry and has the most prestigious name in the industry as well. Armani himself has a net worth of 7 billion dollars and is ranked in the top 200 billionaires in the world. The Armani brand provides ready to wear clothing but also provides a separate collection of hand stitched garments that cater to consumer and buyers size. This gives Armani a competitive advantage to other higher up niches. Innovative marketing is a strong suit at Armani with unique ideas such as using zero size models for runway

shows as well as having the first ever live stream fashion show in the industry. Lastly Armani has strong ties within the celebrity world as well as ties in the luxury car markets for designing interior styles for certain cars as well.

Weaknesses consists of Armani being criticized by PETA for using animal fur in their clothing which leaves a bad impression on the brand's integrity. For 8 years this was an ongoing problem until Armani himself made an announcement that he would stop production of fur in his brand for good. The Armani brand is available in only 36 countries while competitor brands such as Dior have their brand in 50 countries. A main weakness of the Italian brand is their high prices only attracting the top of the pyramid of consumers. This results in a lack of scaling which Armani finds trouble focusing on other niches rather than just the high end markets.

Opportunities of the Luxury brand giant continues to grow such as Expanding its target market to enhance it's consumer based funneling a new source of revenue rather than just from one specific consumer. This can be opened to a new introduction of innovative products to the brand that can branch off into a lower price point without ruining the brand's integrity. A threat that polices the brand is self explanatory and it's the lack of having a lower consumer base. The brands company is highend with expensive price points but fails to meet the needs of many other target consumers that can benefit off of the brand as well.

Business Initiatives

Armani has a goal to strive to reach correction and perfection in every aspect. To help their business reach potential goals our marketing team will pursue the following initiatives in 2021:

- Create a sustainable and low cost product line
- Expand in other countries to improve sales
- Use social media influencers to attract a younger audience

Initiative 1

Description: Using younger workers in the company to create a fresh new product line

Goal: To increase the consumer market on the next season collection rather than just stabilizing at the high-end market.

Metrics: 5-6 low or middle priced products in one collection to attract a younger audience.

Initiative 2

Description: Internationalize mainly focusing on South America and the Carribean

Goal: To expand to other countries in the next year and a half

Metrics: Open 3-4 stores located around areas of South America and the Carribean

Target Market

- ❖ Gender: Male & Female
- ❖ Social Status: middle-high
- ❖ Shopping budget: Once every season
- ❖ Age; 20-30
- ❖ Market Interest:
 - Sustainability
 - High-end clothing
 - College student and Graduate
 - Low or middle income level

Buyer Persona

Brian is a 22 year old senior graduating from John Jay College with his criminal justice degree. Brian is experiencing new opportunities and just received a call for an interview for the NYPD. He doesn't have much money being a fresh graduate from college and decides to go shopping for his interview. Brian passes by the Armani store in Madison Square garden barely looking into the window knowing he can't afford it. Brian finds no luck and pulls out his phone and opens instagram where he sees Brentman rock sponsoring Armanis new affordable collection for men. Brian immediately turns around and heads back to the Aramni store to purchase the new collection.

Competitive Analysis

Gucci and Burberry have a competitive advantage over Armani with Products such as Fragrances, handbags, accessories and apparel. These brands appeal to the high end market but appeal to a younger audience as well as an older whereas Armani only appeals to more of an older consumer base.

Marketing Strategy

Product: Clothing that attracts you consumers but in a business casual and chic fashion to keep up the brand image of Armani. Products including Blazers, collared shirts and dress pants.

Price: Price should range from the 50-150 dollar range depending on the quality of the product.

Promotion: Armani revolves around trust and relationship. Their marketing is their strong suit and wouldn't try to brainwash consumers that wouldn't fit the imagine of an armani customer. Usage of social media influencers doing unboxing videos of Armani's low priced collection especially in countries they are trying to expand to such as Brazil and Jamaica.

TIME AND ACTION CALENDAR

Key Task	Start	End	Duration	Responsibility	Task Complete
Consumption Calculation	Aug-5	Aug-9	4	Merchandiser	Done
Fabric Production	Aug-10	Aug-19	9	Designer	Done
Product production	Aug-20	Sept-19	9	Designer	Done
Product finalization	Sept-20	Sept-29	9	Designer	Done
Products planning and circulation	Oct-1st	Oct-31	30	Merchandiser	In Progress
Packaging	Nov-1st	Nov-30	29	Production Management	In Progress
Finishing	Dec-1st	Dec-30	29	Production Management	In Progress
Inspection	Jan-1st	Jan-30	29	Production Management	In Progress
Delivery to Influencers	Feb-1st	Feb-28	27	Marketing	In Progress
Product Launch	March-1st	Aug-1st	30	Retail Management	In Progress

WORK CITED

Armani Retail Marketing Plan. (n.d.). Retrieved December 04, 2020, from <https://www.ukessays.com/essays/marketing/armani-retail-marketing-plan-marketing-essay.php>

Bhasin, H. (2018, December 29). SWOT Analysis of GIORGIO ARMANI - GIORGIO ARMANI Internal Analysis. Retrieved December 04, 2020, from <https://www.marketing91.com/swot-analysis-armani/>

Giorgio Armani S.p.A. (n.d.). Retrieved December 04, 2020, from <http://www.fundinguniverse.com/company-histories/giorgio-armani-s-p-a-history/>

Mmw-Ben. (2018, August 01). The History of Armani. Retrieved December 04, 2020, from <https://www.mainlinemenswear.co.uk/blog/2016/the-history-of-armani>

Zargani, L. (2017, March 09). Mission of Giorgio Armani Foundation Revealed. Retrieved December 04, 2020, from <https://wwd.com/business-news/legal/mission-giorgio-armani-foundation-revealed-10841143/>