



**By Haruhi Kato, Minji Kim,
Miranda Hiralall, Moeko Hashimoto**

About Diesel

- An Italian luxury brand, located in Breganze, Italy and founded in 1978
- Two different lines-Diesel and Diesel Black Gold
- Offers clothing, footwear, and accessories, but mainly focuses on denim under each line
- An innovative lifestyle company producing a wide- ranging collection of jeans, clothing and accessories
- Embodies modernity, creativity, bravery, anticonformity.

Mission Statement

“to create an apparel line perfect for individual people who follow their own unique path in life and for those style matters who express their individuality by the way they dress”

Vision Statement

“to bring back the business they once had before”

Brand Audit

Factors suffering bankruptcy:

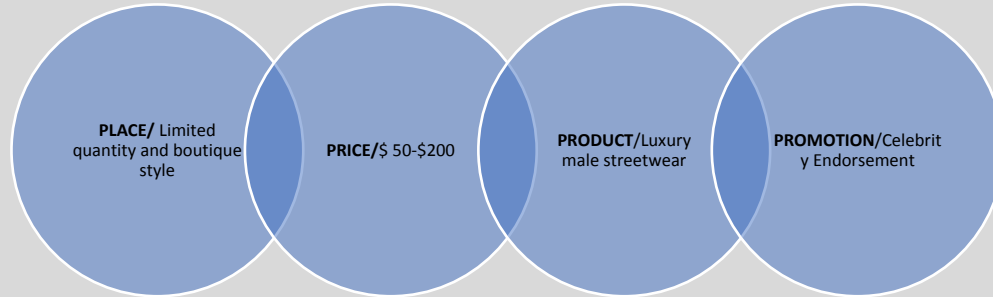
- Mainly focus on Denim
- Not trendy and high price
- Wasted a large amount of money on Flagship store events/parties
- Suffered multiple incidents (thefts and frauds) over the past three years



Background

In 1994, Supreme opened its first store on Lafayette Street in downtown Manhattan became the home of New York City skate culture. Supreme grew to embody downtown culture, such as skaters, punks, hip-hop heads.

The 4ps



Demographic

16-35 years old males who along with male teenage skaters
Later, developed female after increasing female skate culture

Consumer Segmentation

Psychographic

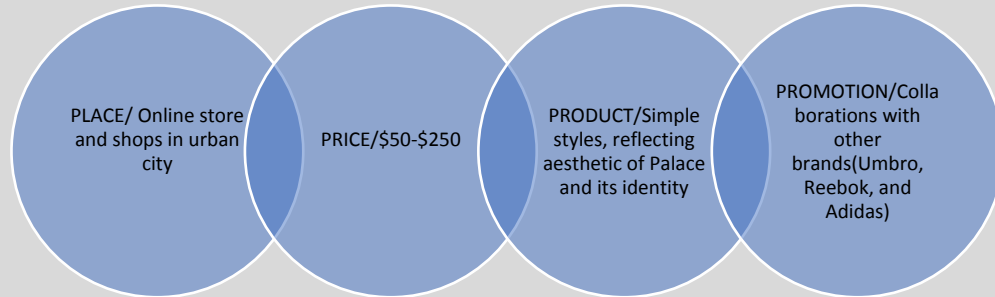
Interest on urban hip hop music
A creative personality and interest on both fashion and art
Tech savvy and enjoy social media



Background

The palace was launched by Lev Tanju born in London has started their business in 2009. They have developed alongside the similar street brand such as Supreme, Stussy, and Bape for nine years. The palace gets inspiration from skating and popular culture.

The 4ps



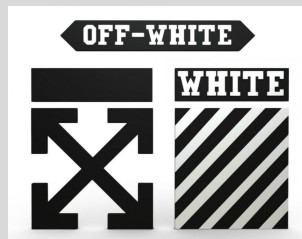
Demographic

16-30 years old males who along with male teenage skaters.
Expanding to female who likes street wear

Consumer Segmentation

Psychographic

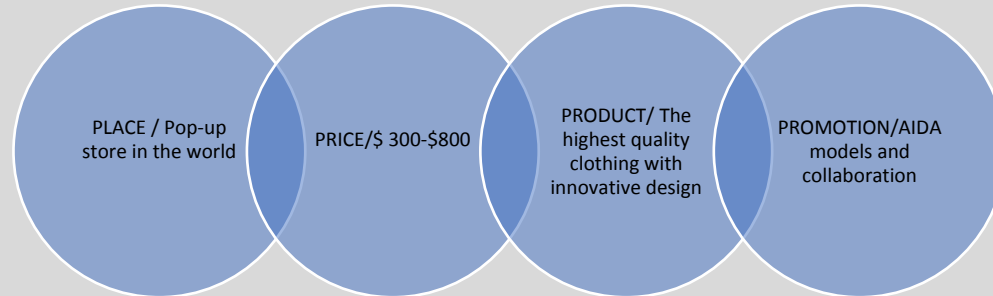
Interest on 90's pop culture, fashion and art
Enjoy Instagram and social media.



Background

Off-White is a luxury streetwear fashion brand based in Milan in 2013. The founder of Off-White, Virgil Abloh, explained the brand as “the grey area between black and white as the color Off-White”

The 4ps



Demographic

25-35 years old male
Off-White uses mass marketing and mass customization. By using social media effectively, especially they focus on youth generation

Consumer Segmentation

Psychographic

Enthusiastic fashion people
Someone likes trend and innovative fashion, rather than fashion follower.
Tech savvy and enjoy Instagram and social media.

Target Marketing

Demographic

- Age: 16-35 years old
- Gender: Male and female
- Ethnicity: All ethnic people living in urban
- Marital status: Single or married but no kids
- Occupation: College Students who have part time job or internship or Full-time workers
- Income: Over 12K for students
- Over 40K for full-time workers

Psychographics

- Interests on art; Photography, architecture, museums, sculptures, or paintings
- Love music: Pop, R&B
- Fashion enthusiasm: People always check fashion magazine, fashion post on Instagram, and other medias about fashion.
- Strong desire for self-actualization
- Esteem for celebrities or high brand
- Tech savvy: Use of several social media and check over five times in a day

**Brand Repositioning,
Relaunching,
and Revitalization**

Growth Strategy

Co-branding with KITH

Diesel needs a brand which is something very unique, new, and has diverse lines, but has collaborated with many brands



Brand Repositioning, Relaunching, and Revitalization



About KITH

KITH has expanded to eight locations in fashion capital cities such as Los Angeles, Miami and London as well as an online store. KITH sells a range of its own apparel, footwear and accessories. Especially the brand is known for collaborations with a number of renowned streetwear brands and major athleisure brands such as PUMA, ASICS, New Balance and more. Many of collaborations bearing the KITH name have proved popular, leading to recurring collaborations. Recently KITH collaboration expanded into luxury markets and even beauty industry to help brands repositioning into streetwear trend and market younger demographic.

Proposal

- **Co-branding with KITH**
- **Change Brand Image from Luxury to Premium**

: As Diesel actually offers its systems as Premium, its luxury image is not matched

- **Brand Extension**

: Mainly focus on denim, but since customers' interest and lifestyle are changed, need to expand from denim to Home:

-Furniture; sofa, table, etc

-Stuff for kitchen, bathroom, living room, and bedroom



- **Editorial Ad Campaign (\$250,000)**

: Focus on keeping the same image of Diesel which is a message of showing originality and personality.

- **Influencers**

: -Micro influencer : Anna Nadim Saber

Cost per post: \$800

-Macro influencer : Luka Sabbat

Cost per post: \$4000



- **Advertising (Digital)**

: Hypebeast (Cost per page: \$4,000), Highsnobiety

- **In-store Party/Event (\$50,000)**

: Heavily focuses on its flagship store events/Parties;

-For opening new flagship stores in big cities in countries.

E.g) Re-opening a store in Dusseldorf, Germany

-For Diesel Black Gold flagship store cocktail parties for new collections

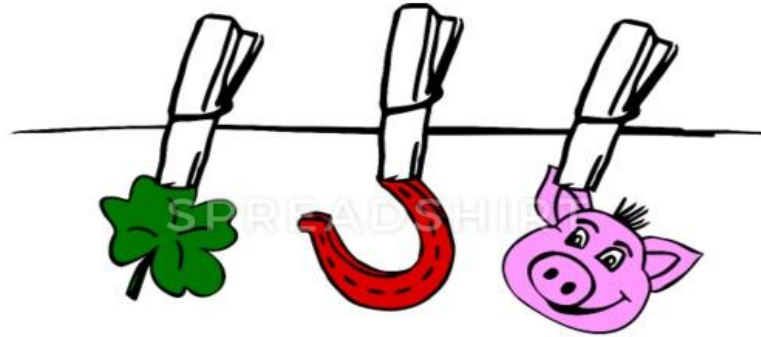
E.g) in London, UK in 2014



- Micro influencer : Anna Nadim Saber
- Followers: 24.2K
- Niche: Fashion
- Cost per post: \$800



- Macro influencer : Luka Sabbat
- Followers: 1.8M
- Niche: Fashion
- Cost per post: \$4000



GOOD LUCK
for Diesel!