



Branding: Vision and Mission Statement

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Importance of Vision + Mission Statement

The importance of having both a vision statement and a mission statement is to show what your brand stands for and what are the objectives the brand wants to achieve with their products. It's how the brand wants to be represented to their consumers and why consumers should choose their brand.

Vision + Mission Statement for Versace

- Vision Statement
 - A WINNING FORMULA FOR A MODERN GENERATION, THE VERSACE VALUES PROCLAIM VICTORY, CONSCIOUSNESS, UNITY, POSITIVITY, DIVERSITY, ADVENTURE AND INTEGRITY - IDEALS AT THE HEART OF VERSACE.
- Mission Statement
 - Versace will pursue its sales goals on national and international markets through the offer of fashion, luxury and, high quality products at competitive conditions and in compliance with laws designed to protect competition

Analysis of Versace's Vision + Mission Statement

Versace follows their mission and vision statement through their brand because they produce high quality products for the modern generation while also creating a positive environment for their consumers.

Vision + Mission Statement for The Regale Alchemist

- Vision Statement: provide holistic/spiritual services to benefit the healing journey of the individual at affordable prices
- Mission Statement: to heal the current generations and take back their control on their life for the better while healing the others around them

Execution of Vision + Mission Statement

Ways I would show my mission and vision statements in operational activities would be:

- Selling authentic materials
- Sustainable packaging
- Information for each product in packaging
- Inclusive and safe environment in stores

Works Cited

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- *Sites-US-site.* Versace. (n.d.). Retrieved March 27, 2023, from <https://www.versace.com/us/en-us/versace-manifesto.html#:~:text=A%20WINNING%20FORMULA%20FOR%20A,AT%20THE%20HEART%20OF%20VERSACE.>