

NEW SPARKLING DESIGN

3rd CREATIVE DIRECTION

The Perfect Lady

Elegance and refinement, intelligence and sophistication has been since forever the women best assets when it came to represent themselves. Transforming this into a constant philosophy was the utmost personal image element they could use to make the difference and highlight their exquisite personalities. Once in a while, occasionally, daily or with every step they took, women adopted it and transformed it into LIFESTYLE.

True natures, elegant, fashionable, artistic, sensitive, the women could understand and take further this "image" attribute, learning how to transform it into a tool, a sophisticated social language they were expected to master. The subtle virtue of good taste, the delicate attitude, the brilliant mind and an impeccable character transforms these fine women into the PERFECT LADIES everybody admires.

The beautiful truth is that in each woman there can be found such a perfect being, waiting for the best moment to show out and conquer hearts and minds, shining brightly and purely in the most natural way. And with this, the perfect lady image gets to be our second nature we generously offer to the ones around us.

Aware of it, Corset discovers all the perfect ladies and highlights their uniqueness be this in a classic or in a modern yet elegant style. Distinction and glamorousness is what Corset wants to identify and grow within every woman and by doing so, the brand will bring out the colors of our personalities and highlights them in an original manner, the Corset way.

Corset Ladies are fresh and stylish, graceful and classy (even when classic or modern), always fashionable and always noticeable. The eyes around will follow their steps and admire their balanced and impressive posture.

The brand wants to bring together this breed of perfect women and wants to prove to all of us that we can nurture this image and grow it within us, day after day, until we all turn, like nymphs, into most beautiful butterflies.



NEW SPARKLING DESIGN 01. The Alchemy of an essence

The Perfect Lady

The campaign must be communicated as an IMAGE CAMPAIGN. Corset should run up a strategy meant to transform the common perception of the modern women and educate and convert their casual habits and attitudes into a true Lady style. It will "build" this image on all the channels it communicates on all the different markets in the same stylistic language, using the same tools.

Everything should talk about Style and Elegance, refinement and uniqueness. It will be released on all type of agreed shops - on POSM's, on web both on a promo site and on a personal "STYLE blog" that has a style adviser and shares the latest news about trends and events, as well as it will be communicated on line by FB on a special page - "Perfect Lady's Club". The "Perfect Lady's Club" will also organize events and will organize charity balls to complete in a most social involved manner the Lady's image. In the same time it can be a fun oriented annual ball, or it can be a launching event of Corset sub brands, it can also be a special dedicated even of the Lady's Club (1st or 8th of March), a cocktail party dedicated to Summer, or a charity ball or event dedicated to some already identified social needs on the public agenda.

Main prizes for the best Corset Ladies will be won during promo campaigns in different cycles. At the beginning the brand should start reshaping all women perception and transforming them day after day into true ladies. For this step, there will be offer prizes connected with physical transformation, accessorizing or embellishing a one months card to a famous make up artist, a visit to a great hair stylist, a session at SPA. After the physical transformation, the pampering stage should follow: beautiful Swarovski accessories, a special invitation to an exquisitely elegant, limited music event for only a few lucky connoisseurs, a classic car with a stylish driver to show her the city in a way she never saw it before (drive her in the stylish neighborhoods and shows her the beautiful part of the city, parts that few people know about, while drinking Champaign and listening to her favorite music), flower bouquets sent to her at home or at her office. And in the end she can be offered classes to famous interior or fashion or art design, famous schools to teach her how to beautify her surrounding universe and explore her creative side.



NEW SPARKLING DESIGN 03. The Perfect Lady

Events

Will be connected with a Perfect Lady Universe: Balls, Charity evenings and events, Cocktail parties: "Mysterious Lady", "The little black dress", "Soleiros", "Lady's Club" and so on...

They must be stylish and have a special theme and the main feeling should be that they are bringing together a very special society from which our Perfect ladies are part of and more than this, are the engine that sets things in motion. This should be an occasion for our ladies to show how they learned the brand lessons and how it transformed them into the stars of the evenings.



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Promo Incentives

The café and tea places will offer their Corset Ladies small thematic cookies, tea or coffee and in special occasions (1st and 8th of March) cakes, all coming with the brand "Thank you" card. They will be offered by direct purchase, or if caught smoking Corset, the consumers will receive the gifts if they will participate in the dedicated activities. They can also be rewarded if completing the Data Base Form.



Promo Incentives

On the terraces the BA's can spoil their consumers with bonbons, sweets, perfumed incense or cards for the Perfect Lady's Club all year around events



Promo Incentives

In the restaurants, when asking for a Corset, the ladies will be served on a plate or on a velvet pillow and on their table will be placed specially incensed candles and Corset decorations. The food will be served in a special manner for all the Corset Ladies consumers.

In some restaurants, the winning Ladies will have their own chef or even a personal sommelier.

Promo Incentives

In clubs and disco's will be offered elegant ICE cocktails, mostly made with Bombay Sapphire, or any other luxurious drink and it will be served "Glacé" with specially shaped and colored ice cubes.



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Give aways

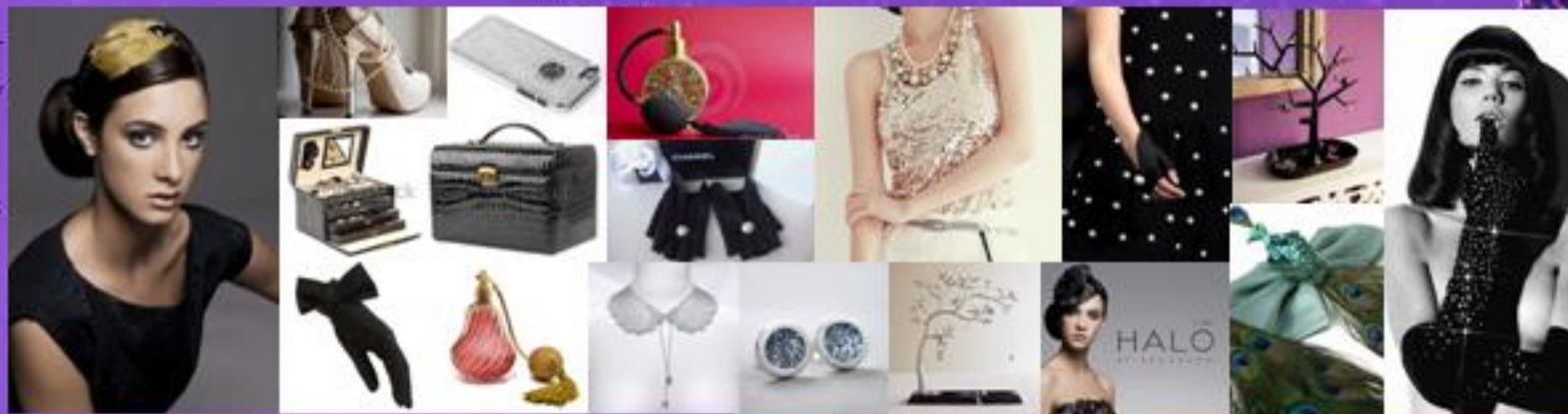
These will be suggestions for the promotional gifts that can be won in different channels or activations by weekly draws



The promo gifts will be organized by preferences so that the consumer can choose the one they like and they will be accessed by using codes or the purchase bill numbers. They will be communicated on the back insert, DM, web sites, by shop assistants, by leaflets or by BA's and are split in 4 categories:

1. A famous interior design artist that can make the design for one room or offer suggestions / counseling about design solutions fit for a true Lady, for her home or her favorite spot in the house where she can indulge her esthetic sense.
2. Interior design accessories to complete their beauty corner or favorite place in their room.

3. Different kinds of accessories made by fashion designers, specially dedicated to the Perfect Ladies everywhere, to complete their look in an elegant and sophisticated way.



4. Design classes in art academy or art private centers that can teach our Ladies how to beautify their life and everything around them, by a touch of their hand.



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Give aways

The instant prizes will be won by direct purchase from the BA, or when completing the data base form, they can be found in the promo packs, they can be offered by shop assistant when purchasing more then 2 packs, they can be offered in consumer activations in HoReCa or participating in consumer engagement programs in shops or airports.



They should be split into cycles and considering yearly events, channel of communication and the cycle theme.

They can be powder puffs, nail enamel, cosmetics, sleeping masks, daily schedule books, interior decoration items, incensed candles, accessories (earrings, ear head sets, sun glasses, pocket mirrors, hair pins and hair dresses, purse, jewelry boxes, collar necklaces, flowers or sweets.

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Graphic language elements

The Perfect Lady visual identity should be built in a straight manner, using a graphic language that could be appealing and fitted with the consumer profile. The consumer should want to identify and find herself in the key visuals and the entire visual constructions.

At the end of the communication campaign, after the "transformation" took place, she should find the brand as complementing her personality, her choices and feel that she can find herself and her personal style into these compositions. Either she is a classic Lady or a modern one, she should discover new approaches, interacting with the brand, that could be an inspiration for her future options.

