

100%
capri





100% capri

service:

PROJECT MANAGEMENT / MARKETING

Project

Launch the 100% Capri Brand in the US market and manage the opening of the flagship store at Bal Harbour Shops, the leading luxury brand shopping mall in the United States.

100% Capri

A brand of high-end linen apparel (men, women and children) and home furnishings.

Issues and Challenges

- While 100% Capri is a brand well recognized in Europe and in the Caribbean, it holds no brand equity and awareness in the North American market.
- The brand and the store was launched in a market that was experiencing economic hardships in which the retail industry was contracting.
- Organizational challenges typical of all start-up operations.

Our Involvement

STUDIOMILANO has been in charge of managing the flagship store initial organization, opening, marketing and advertising of the brand for the US market. STUDIOMILANO also coordinated the establishment of the corporation along with the administrative, IT and HR aspects for which it is still involved to this date in coordination with owners and store manager.

Results

The store opened mid November 2008 and has achieved solid sales results comparable to their well-established stores in other markets and constantly in the Mall's top seller list. Brand awareness is also growing with both the luxury goods consumer and local/national media publications.

PROJECT MANAGEMENT



Bal Harbour Flagship Store



MARKETING



Opening Event



