

Best Regards,  
Bella Hadid



**MISS SIXTY**

MILANO

CORNER  
A QUICK GUIDE

2019  
CONCEPT

**VIBES** *International*  
BRINGING YOU THE BEST BRANDS



## *Bella Hadid:*

### **BRAND AMBASSADOR & THE FACE OF MISS SIXTY**

Miss Sixty's global collaboration with international supermodel *Bella Hadid*. Besides, being a maverick, she is often known as "cold and elegant".

*Bella Hadid* partnership with Miss Sixty is an irresistible attraction as she takes on the multi-faceted denim world of the supermodel.

***MISS SIXTY***

MILANO



## THE COMPANY

Expansion and renewal, new strategies and repositioning are the key words of this new challenge taken on by the new ownership that is a part of Trendy International Group, who is one of the renowned Global fashion brands management groups.

So far they have established nearly 3000 exclusive stores, operates in more than 20 countries such as in addition to China, Italy, Netherlands, United Kingdom. In China at the moment they have for Miss Sixty 162 Mono Brand stores, and a New Location for the Flagship store in Milan is under works with the potential opening Sept 2023

Trendy International Group has grown into an international fashion conglomerate that possesses a rich portfolio of fashion brands and has set up over 3,000 boutiques in more than 290 cities all over the world.

# 2





## BRAND INTRODUCTION

Established in 1991 by *Wicky Hassan* former Creative Director and Co-Founder, Miss Sixty has since gained widespread appeal among cosmopolitan women with an eye for current trends.

Miss Sixty was the first brand to launch women's fashion denim worldwide, to make denim flattering and feminine, a truly pioneering milestone in the fashion world.

Wicky Hassan built a brand with a strong heritage and a high profile celebs fan base propelling Miss Sixty to worldwide fame.

A unique, feminine, seductive style where fashion flow is interpreted with the power and the irreverence typical of the denim world and the denim collection is always made with a glamorous touch, to create the proper cosmopolitan lifestyle brand well-known worldwide.

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## THE BRAND DNA

The new Miss Sixty world will not only propose a denim brand but will also present a new more feminine and glamorous vision with a contemporary product assortment that preserves the brand DNA and product modernity, which are also ensured through the new company's EMEA headquarters in Milan.



A full-body photograph of Bella Hadid standing against a gradient background of orange and yellow. She is wearing a blue denim cropped jacket with gold buttons and two chest pockets, paired with high-waisted, wide-leg blue denim jeans. Her hands are on her hips, and she is looking directly at the camera with a neutral expression. She is wearing black high-heeled shoes.

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## **BELLA HADID:**

### **OUR NEW TESTIMONIAL**

Miss Sixty's global collaboration with international supermodel Bella Hadid. She is a maverick who has been performing her own different style in the fashion world.

Besides, she is often known as “cold and elegant”, as if nothing around her can arouse any fluctuations in her. She partnered with Miss Sixty will be an irresistible attraction as she takes on the multi-faceted denim world of the supermodel.







# 5

## MISS SIXTY CELEBRITIES





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MISS  
SIXTY  
STYLE

CONTENT  
PRODUCTION

EVENTS

MEDIA MIX

( **MISS SIXTY** )

ADV  
CAMPAIGN

CELEBRITIES &  
INFLUENCERS

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## MARKETING & COMMUNICATION

Consolidate the presence of the brand through a communication identity, a strong storytelling message and impactful communication and marketing initiatives.

Develop and strengthen the brand awareness, perception, visibility and positioning. Reach new customers and create loyalty amongst current customers.

# 8

## COLLECTION STRUCTURE:

DENIM COLLECTION

FASHION COLLECTION

ANGEL COLLECTION

CAPSULE COLLECTION

FASHION DENIM

NFT COLLECTION

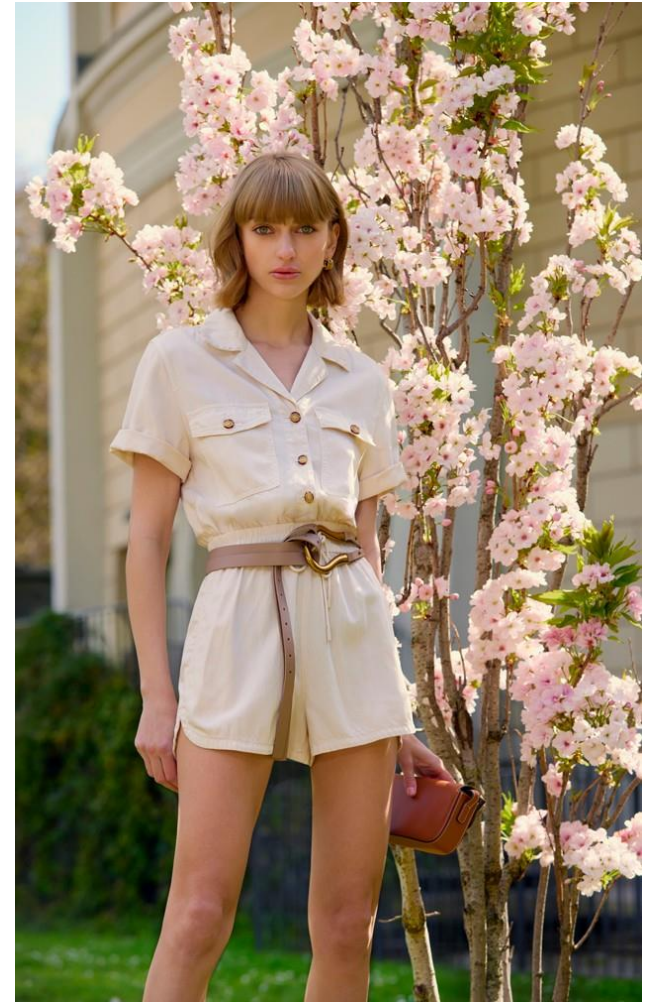
ACCESSORIES COLLECTION



# DENIM COLLECTION



# FASHION COLLECTION





# ANGEL COLLECTION

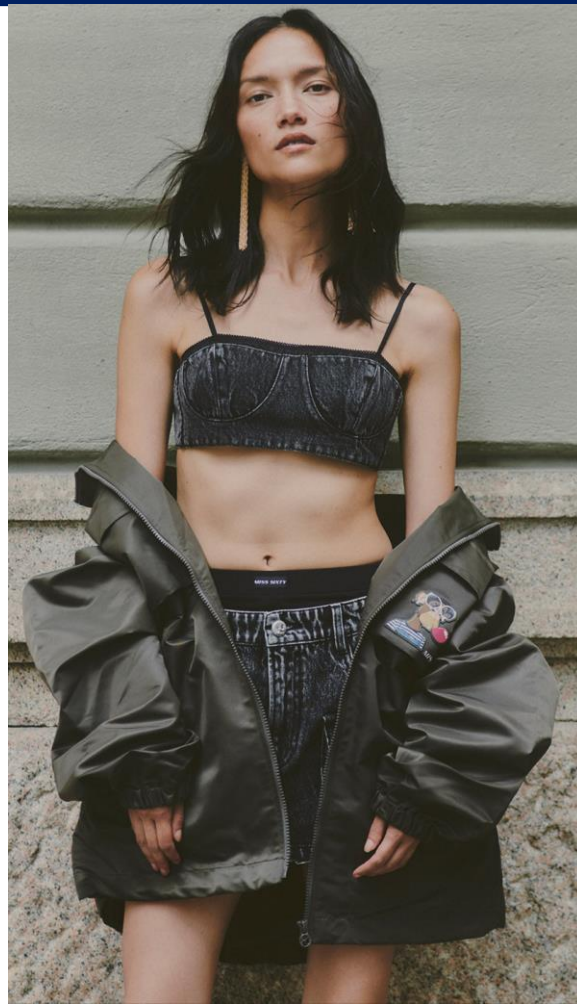


# CAPSULE COLLECTION



# FASHION DENIM





# NET COLLECTION

# ACCESSORIES COLLECTION





## MISS SIXTY IN THE WORLD

 MISS SIXTY MONOBRAND STORES

 MISS SIXTY HEADQUARTERS

 COUNTRIES WITH MISS SIXTY PRESENCE

# GUIDELINE

AGE GROUP



INTERESTS



TOP COUNTRIES



LIFESTYLE



## TOP COUNTRIES

1 Europe



2 USA



3 UK



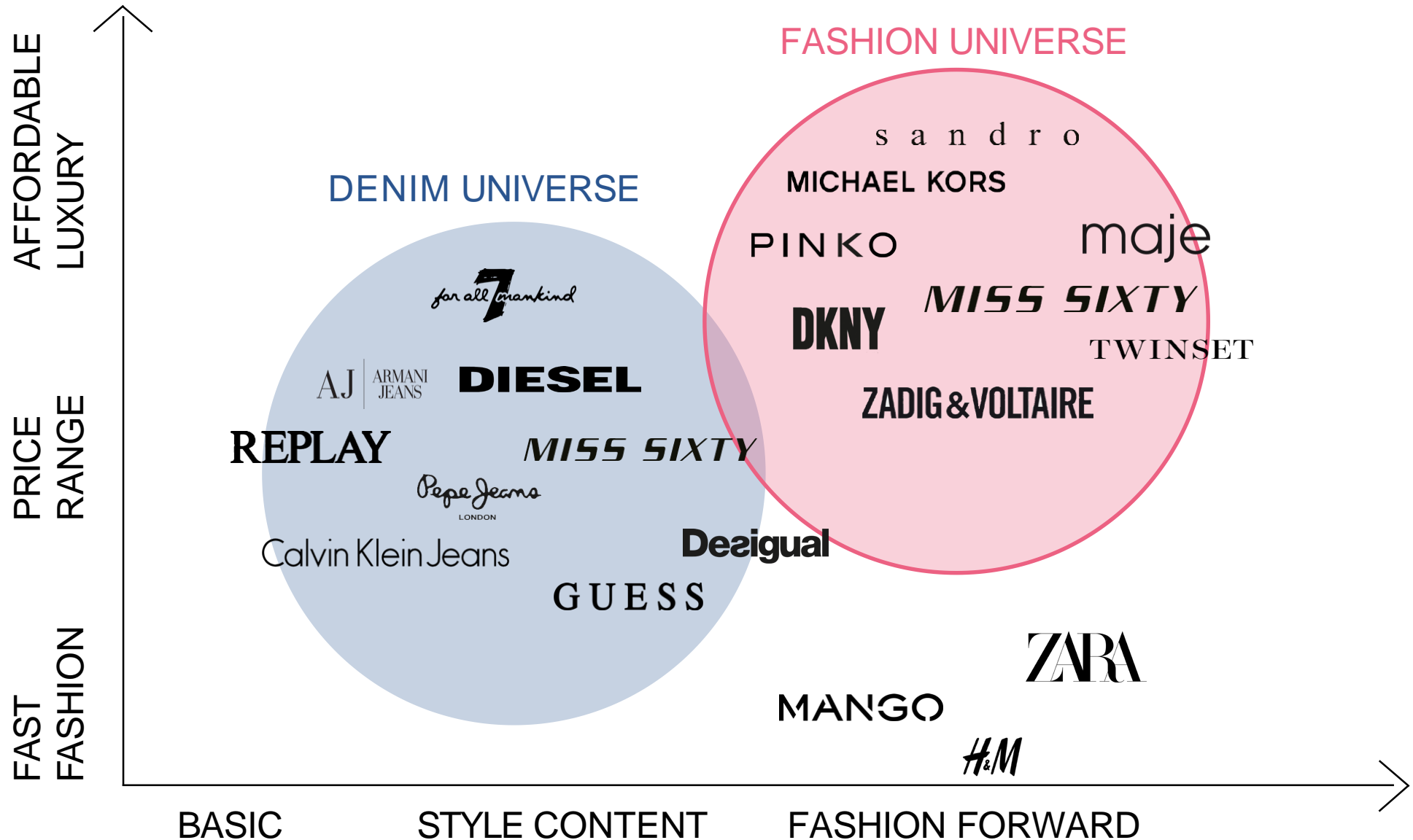
4 China



5 Russia

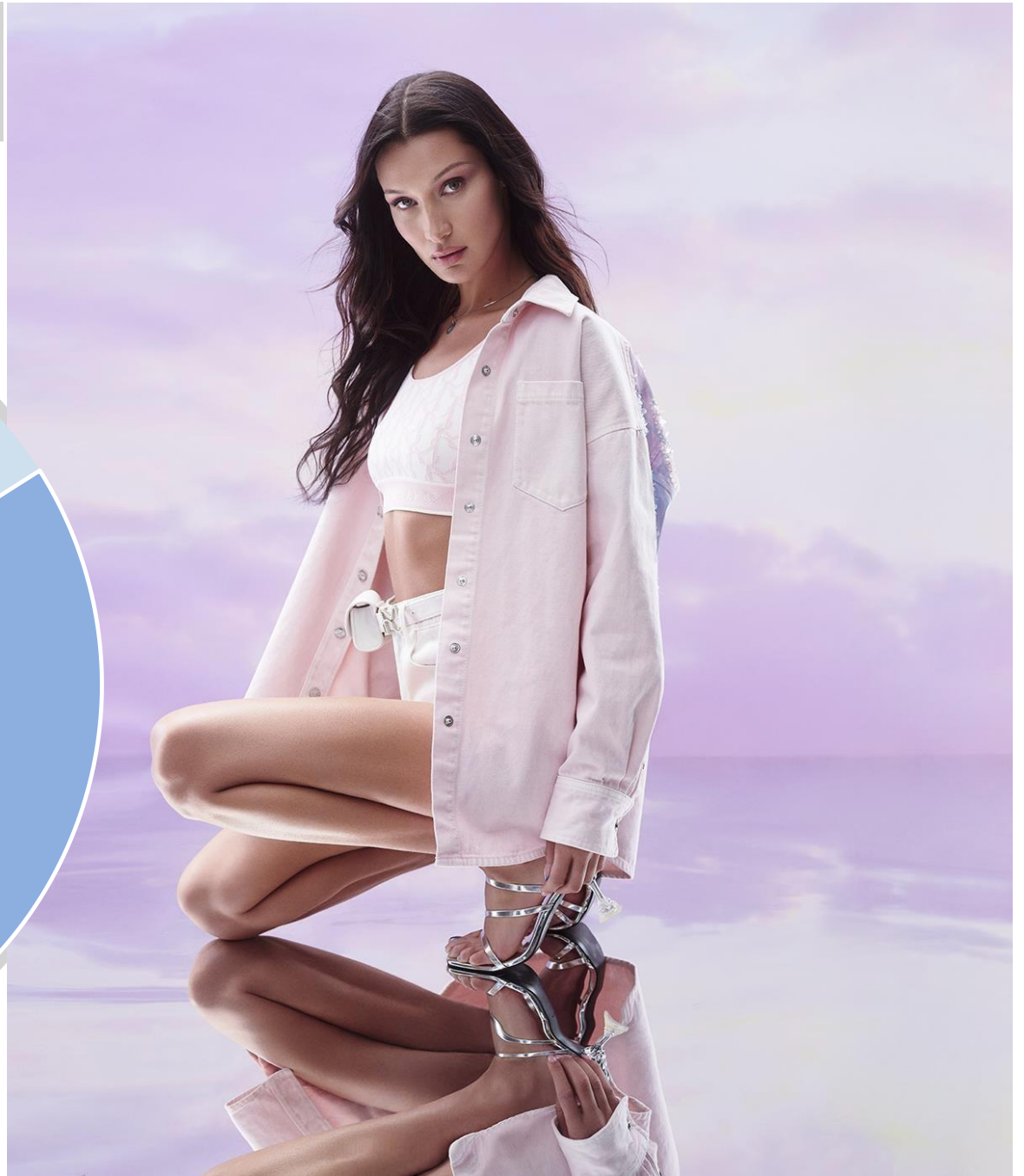
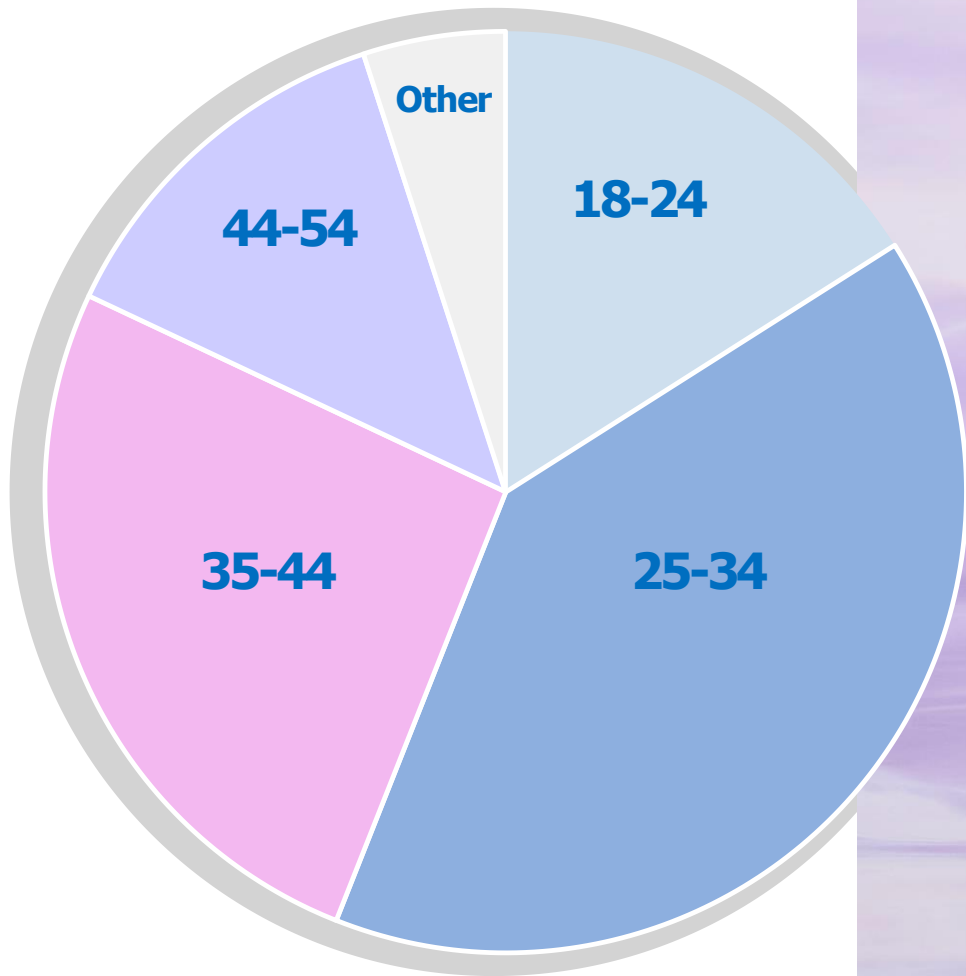


# BRAND COMPETING IN 2 DIFFERENT AREAS



**“LUXURY FOR EVERYONE”**  
**Designer’s brand at Premium Plus position.7**

# AGE GROUP





# I N T E R E S T S

## T A R G E T A U D I E N C E



FASHION



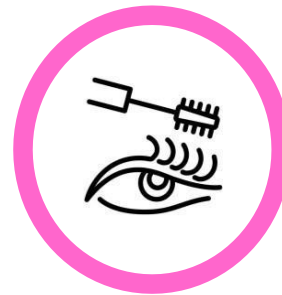
LIFESTYLE AND HOBBIES



SPORT



HOME DECOR



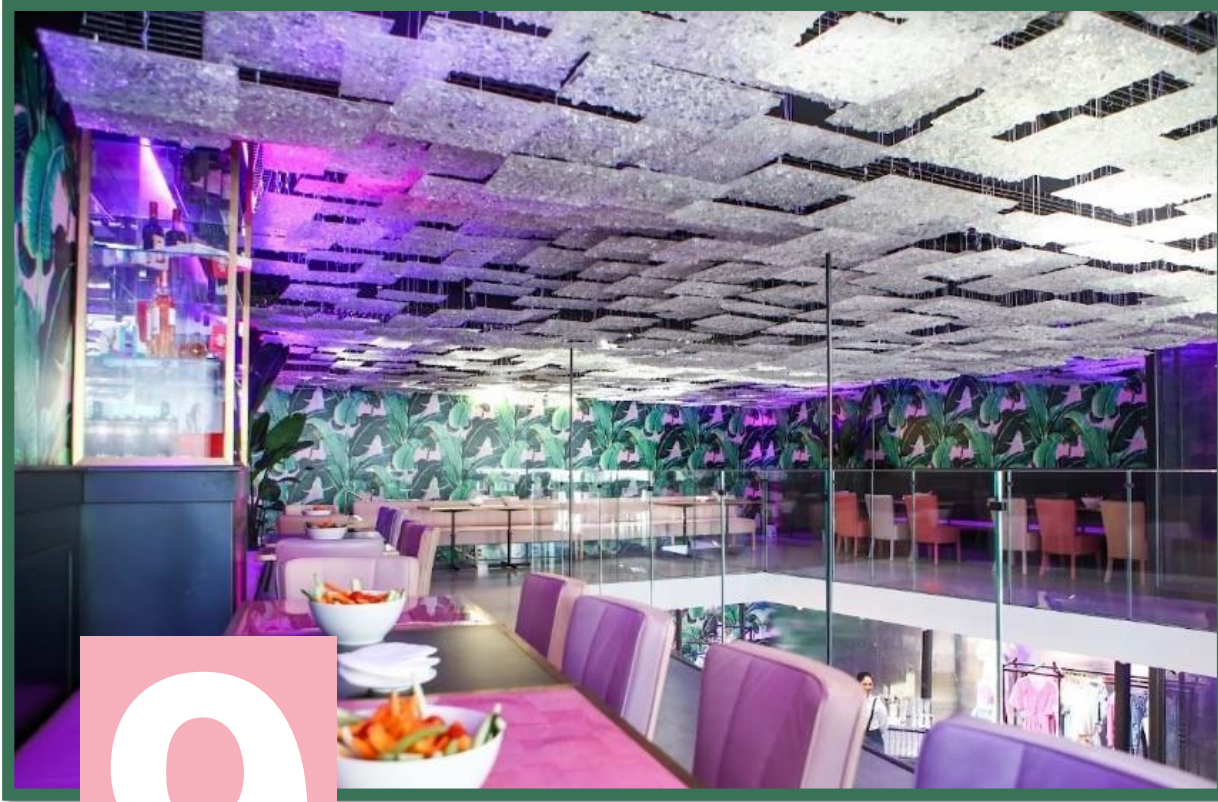
BEAUTY AND COSMETICS



HAIRCARE

### BRAND DNA

*The new MISS SIXTY world will not only propose a denim brand but will also propose a feminine and glamorous vision.*



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## MISS SIXTY CAFÈ



### **MEETING PLACE FOR INFLUENCERS AND CELEBRITIES**

Located in the heart of Milan, in Piazza Duomo, the doors of Miss Sixty Cafè open a dedicated area on the top floor of the homonymous boutique, created to enjoy a delicious break.



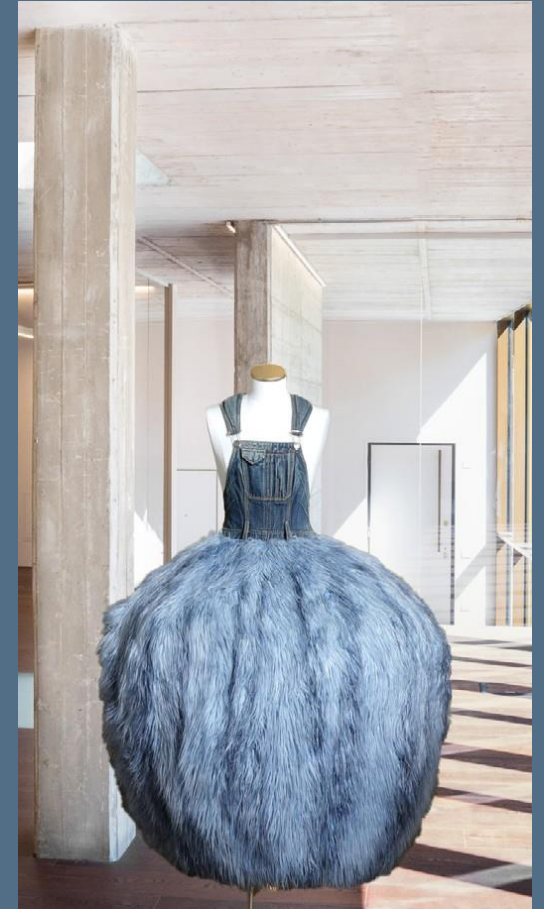
## MISS SIXTYCAFÈ

Open every day, Miss Sixty Cafè is an exclusive space immersed in an atmosphere of positive and glamorous vibes where you can recharge among the selection of carefully selected drinks and snacks.



# MISS SIXTY

## MILANO



## MISS SIXTY SHOWROOM

The new headquarters is located in the Brera-Garibaldi area, a very interesting and stimulating commercial district, just a few minutes away from the Brera Art Academy and Museum and the “Piccolo Strehler” Theater, one of the city’s key areas for design showrooms and recently redeveloped housing units. The new office is at the heart of the Milanese lifestyle, in a historical but modern district dotted with retailers, bars, restaurants and innovative locations.

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# **MISS SIXTY**

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