

Regards
Bella Hadid!



MISS SIXTY

MILANO

TO DRAIN



CORNER

A QUICK

CONCEPT 2019

OUR CORNER CONCEPT

VIBES

International

BRINGING YOU THE BEST BRANDS

A full-page photograph of Bella Hadid sitting on the ground, wearing a light blue denim jacket over a white crop top, matching denim pants, and white sneakers with black laces. Her long dark hair is blowing in the wind. The background is a soft, out-of-focus orange and beige gradient.

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.

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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 flattening 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.

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, founded in 1999.

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.



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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 solid orange background. She is wearing a light blue denim cropped jacket with gold buttons and two chest pockets, paired with dark blue denim flared jeans and black high-heeled shoes. Her hands are on her hips, and she is looking directly at the camera.

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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.





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MISS SIXTY CELEBRITIES





6

MISS SIXTY STYLE

CONTENT
PRODUCTION

EVENTS

MEDIA MIX

(***MISS SIXTY***)

ADV
CAMPAIGN

CELEBRITIES &
INFLUENCERS

7

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.

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COLLECTION STRUCTURE:

DENIM COLLECTION

FASHION COLLECTION

ANGEL COLLECTION

CAPSULE

COLLECTION

FASHION DENIM



DENIM

COLLECTION



FASHION COLLECTION





ANGEL COLLECTION

CAPSULE COLLECTION



FASHION DENIM





MISS SIXTY IN THE WORLD



MISS SIXTY MONOBRAND STORES



MISS SIXTY HEADQUARTERS



COUNTRIES WITH MISS SIXTY PRESENCE

GUIDE LINE

AGE GROUP



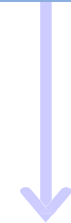
INTERESTS



TOP COUNTRIES



LIFESTYLE



TOP COUNTRIES

1 Europe



2 USA



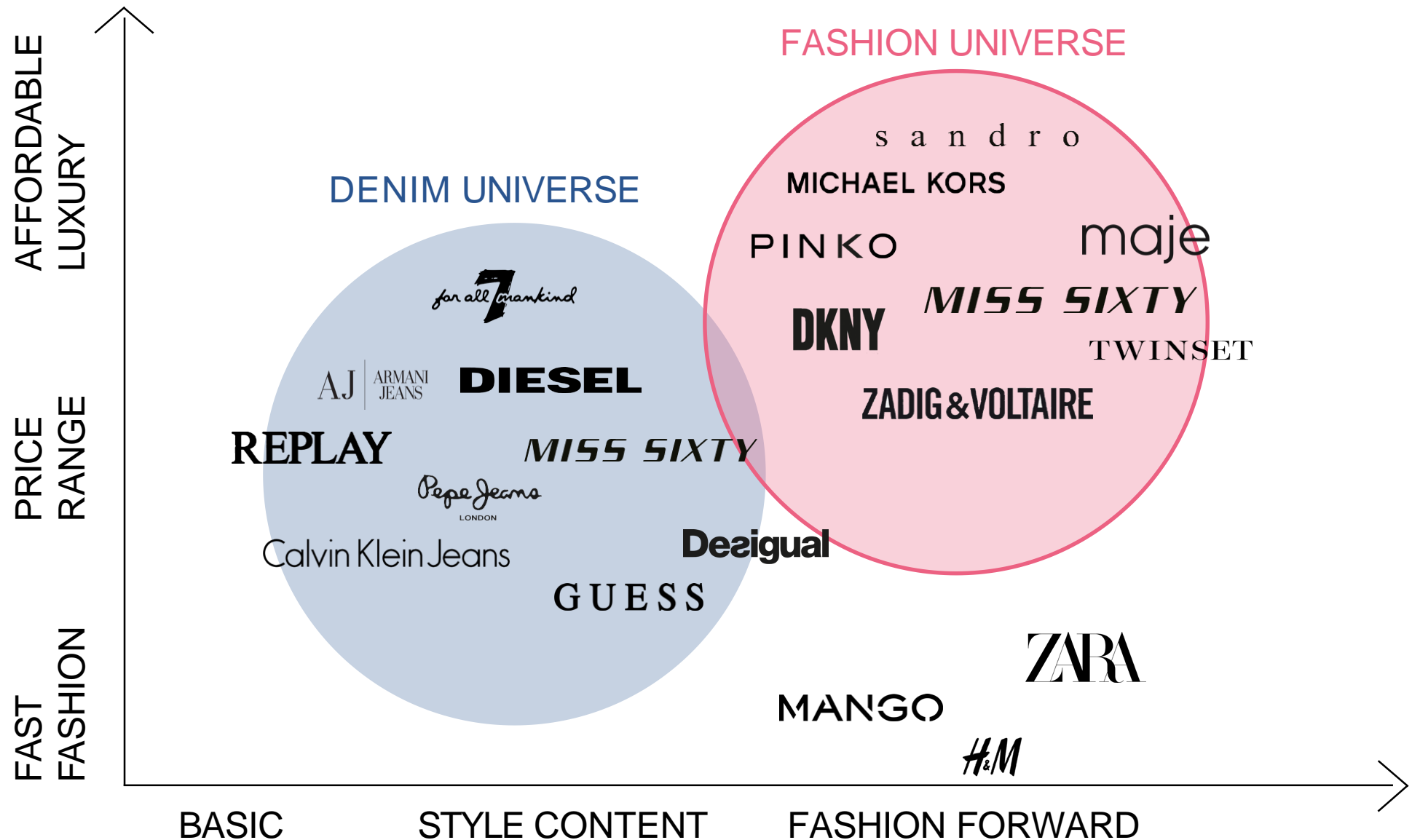
3 UK



4 Russia



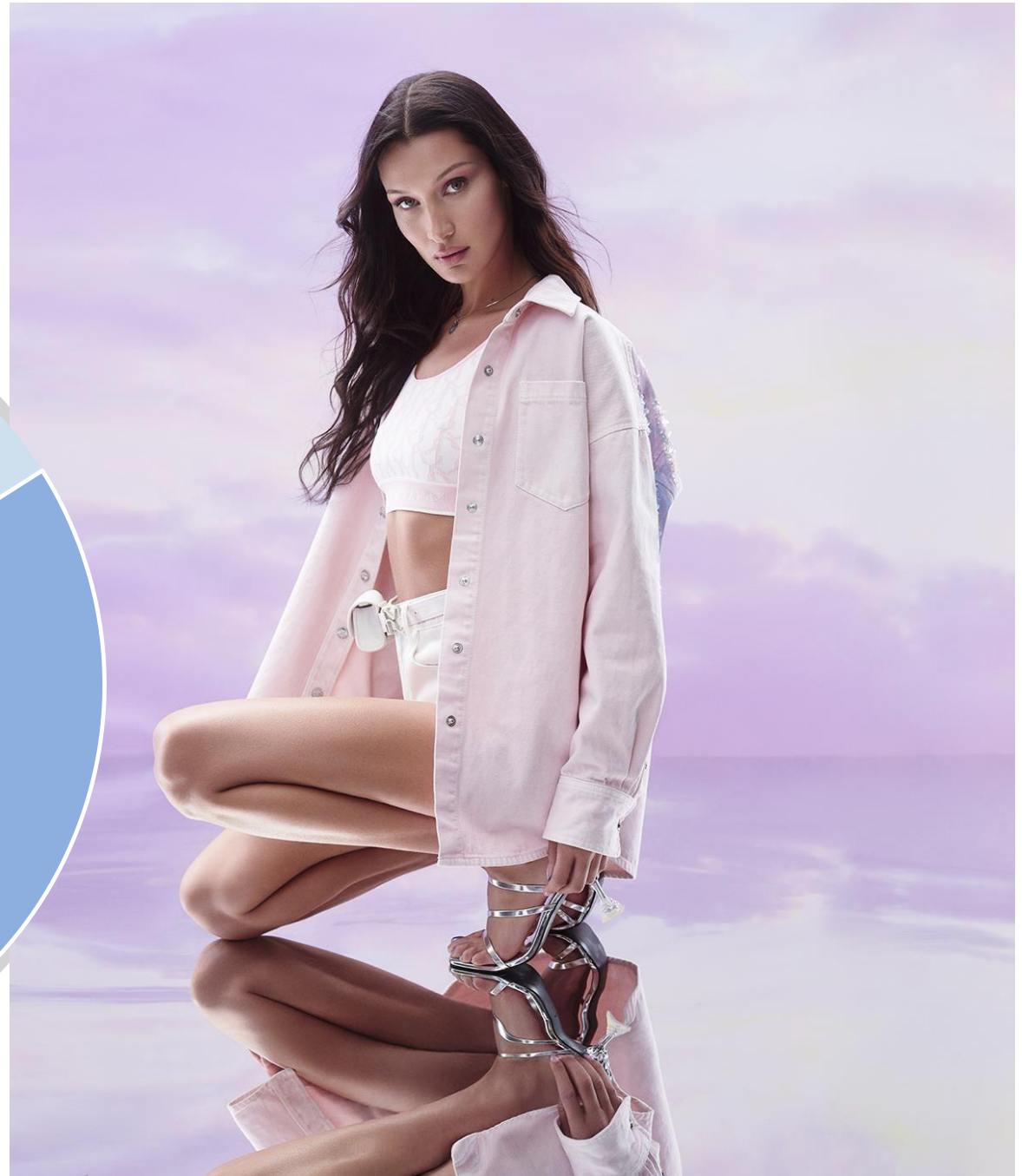
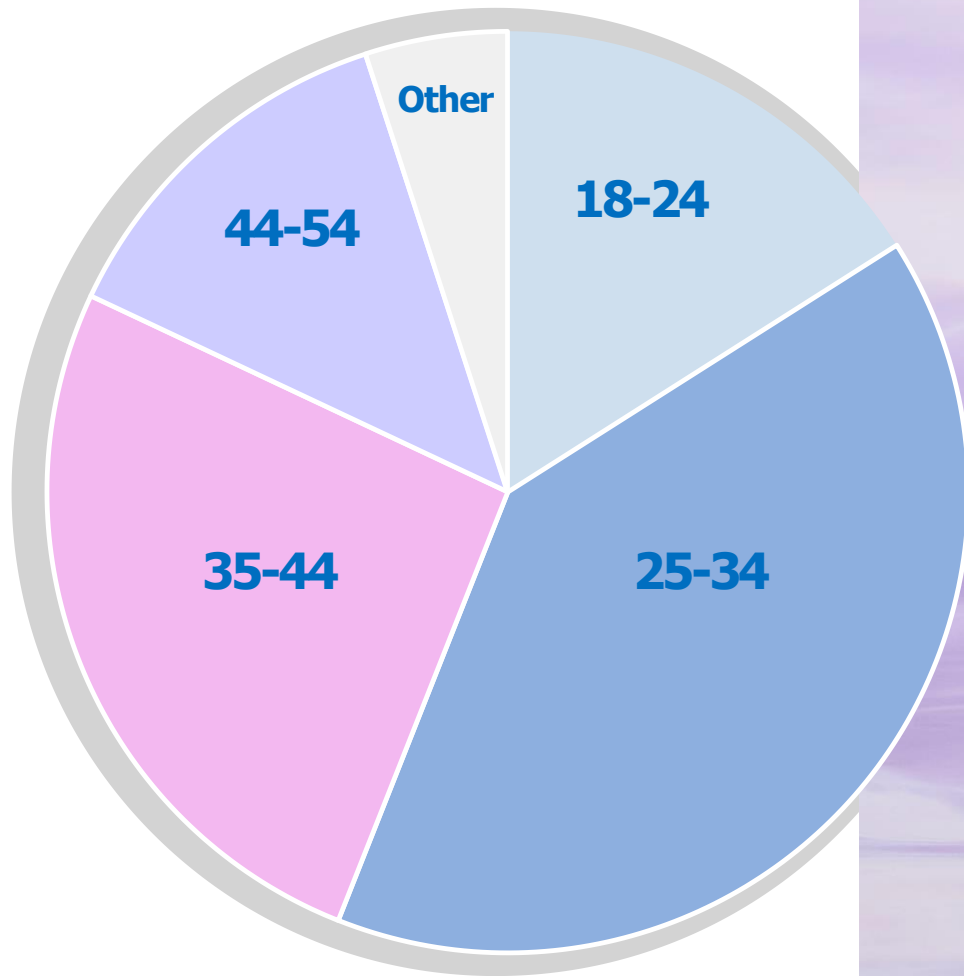
BRAND COMPETING IN 2 DIFFERENT AREAS



“LUXURY FOR EVERYONE ”

Designer’s brand at Premium Plus position.7

AGE GROUP



INTERESTS

TARGET AUDIENCE



FASHION



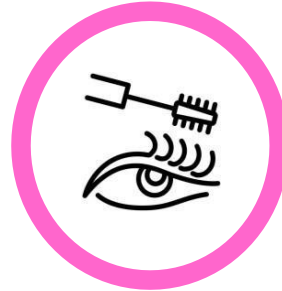
LIFESTYLE AND HOBBIES



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.

OUR RUSSIAN MONOBRAND

We have historically always had a strong presence on Russian territory.

Our presence consists of mono-brand and multi-brand stores in the most strategic and important points from the socio-commercial point of view of the territory. With a widespread diffusion we have managed to involve end customers and represent a point of reference thanks to the strong relationships and partnerships we have built over the years.



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STORE CONCEPT:



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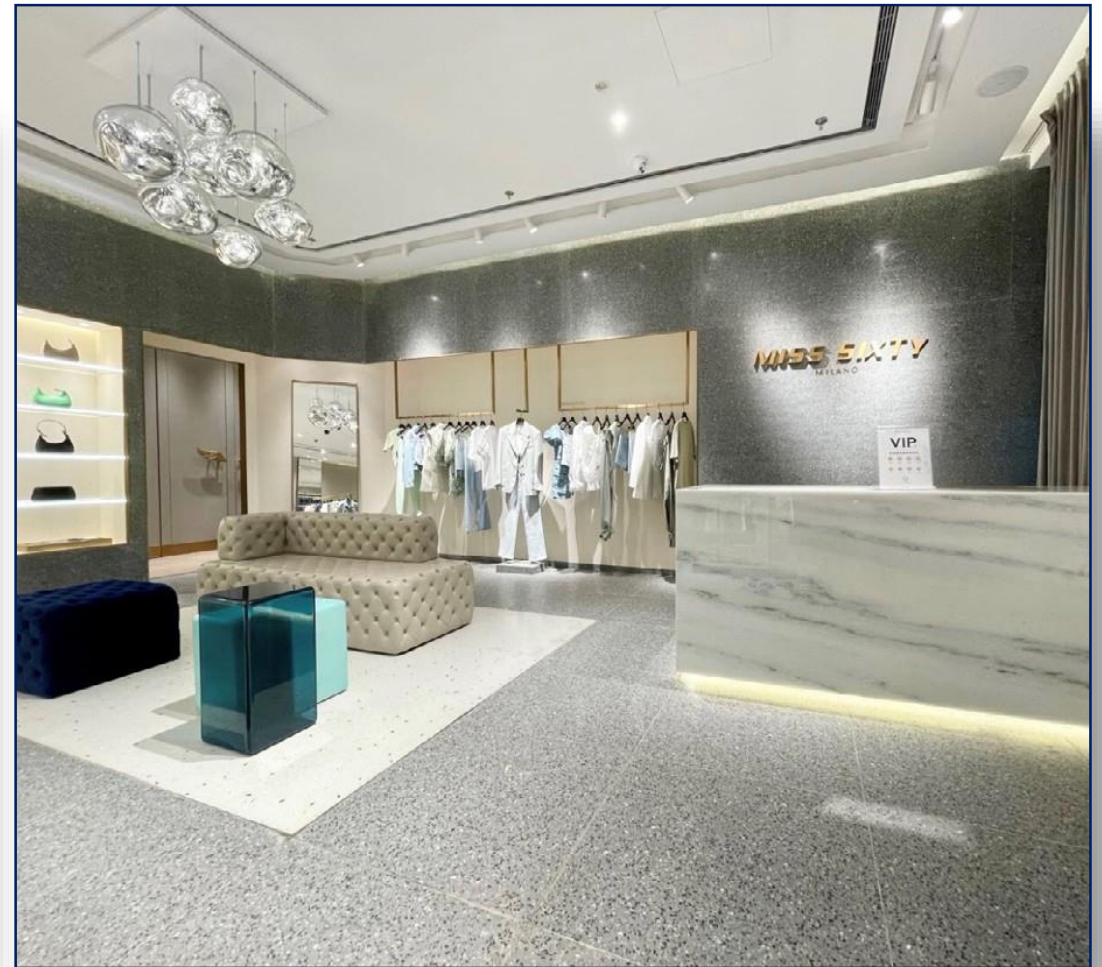
STORE CONCEPT:



MISS SIXTY

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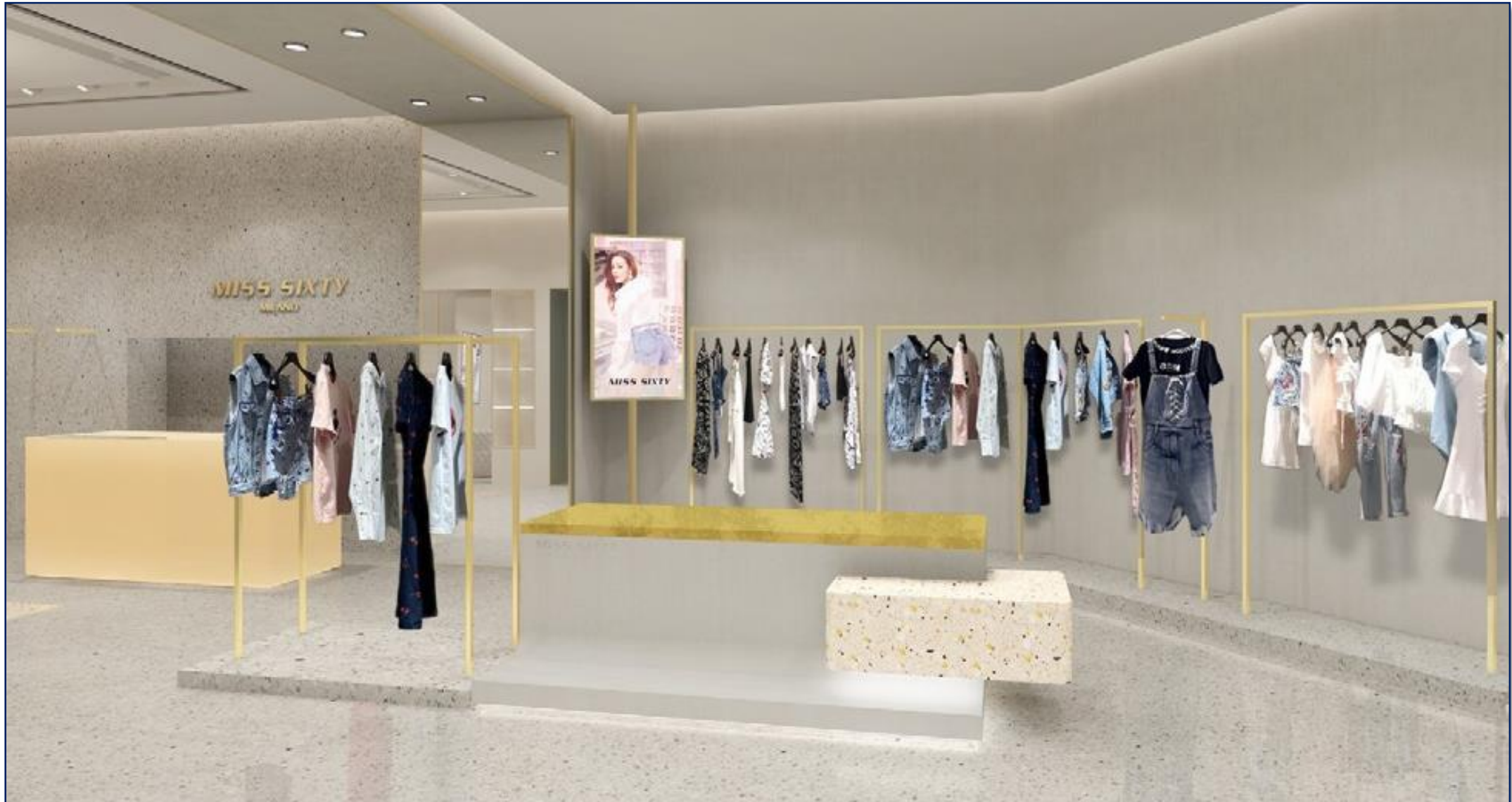
STORE CONCEPT:



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STORE CONCEPT:



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STORE CONCEPT:

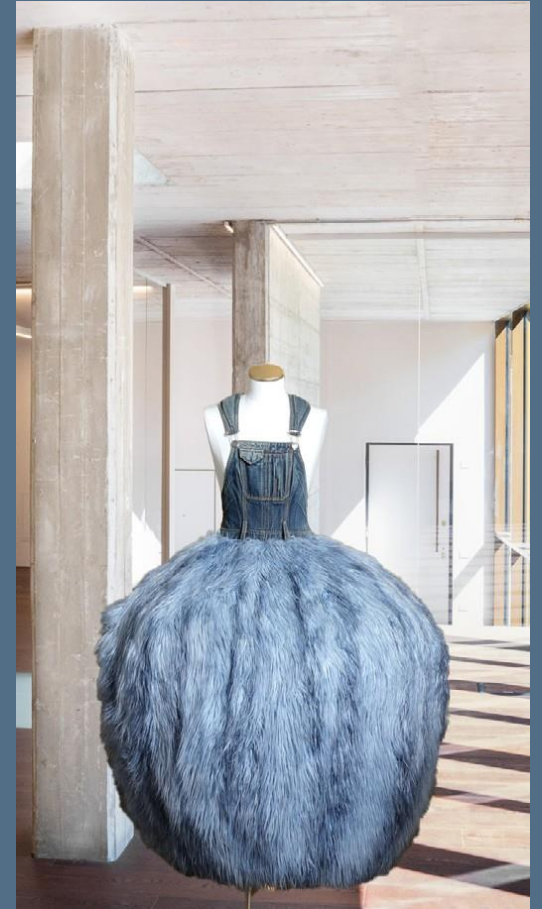
BUSINESS INSIGHTS:

- Store Size: +/- 100 sqm
- AV. INVOICE / CLIENT: +/- 300\$ / client
- AV. SALES/ SQM: 14,000\$
- AV. RETAIL PRICE: +/- 100\$ - 400\$



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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.

VIBES

International

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