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INTRODUCTION

An Italian luxury fashion brand

Ready-to-wear, shoes, bags, accessories
for Women, Men and Kids

Known for its premium wool and
cashmere textiles

Loro Piana Retreat at
Alpina Como Dolomites



Fig. 03: Warm Up in Loro Piana.

LANDSCAPE ANALYSIS

Brand Positioning:

- Heritage: legacy in cashmere and quality wool products since 1924.
- Exclusivity: focuses on detailed craftsmanship and silent luxury.
- Sustainability: ensures responsible sourcing and production.

Brand Positioning Map:

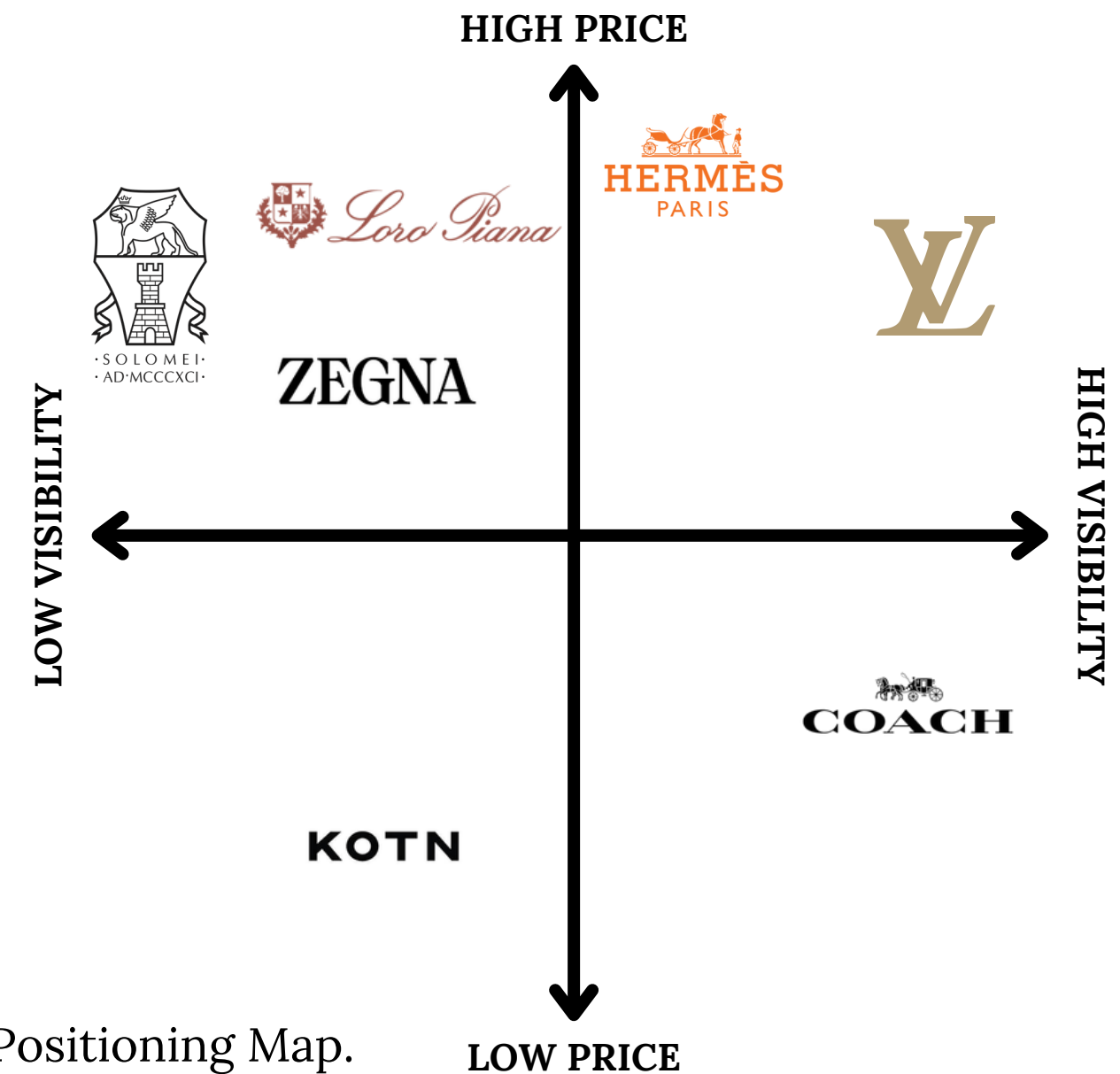


Fig. 04: Brand Positioning Map.

LANDSCAPE ANALYSIS

Competitors:

- Hermes: heritage luxury.
- Brunello Cucinelli: silent luxury.

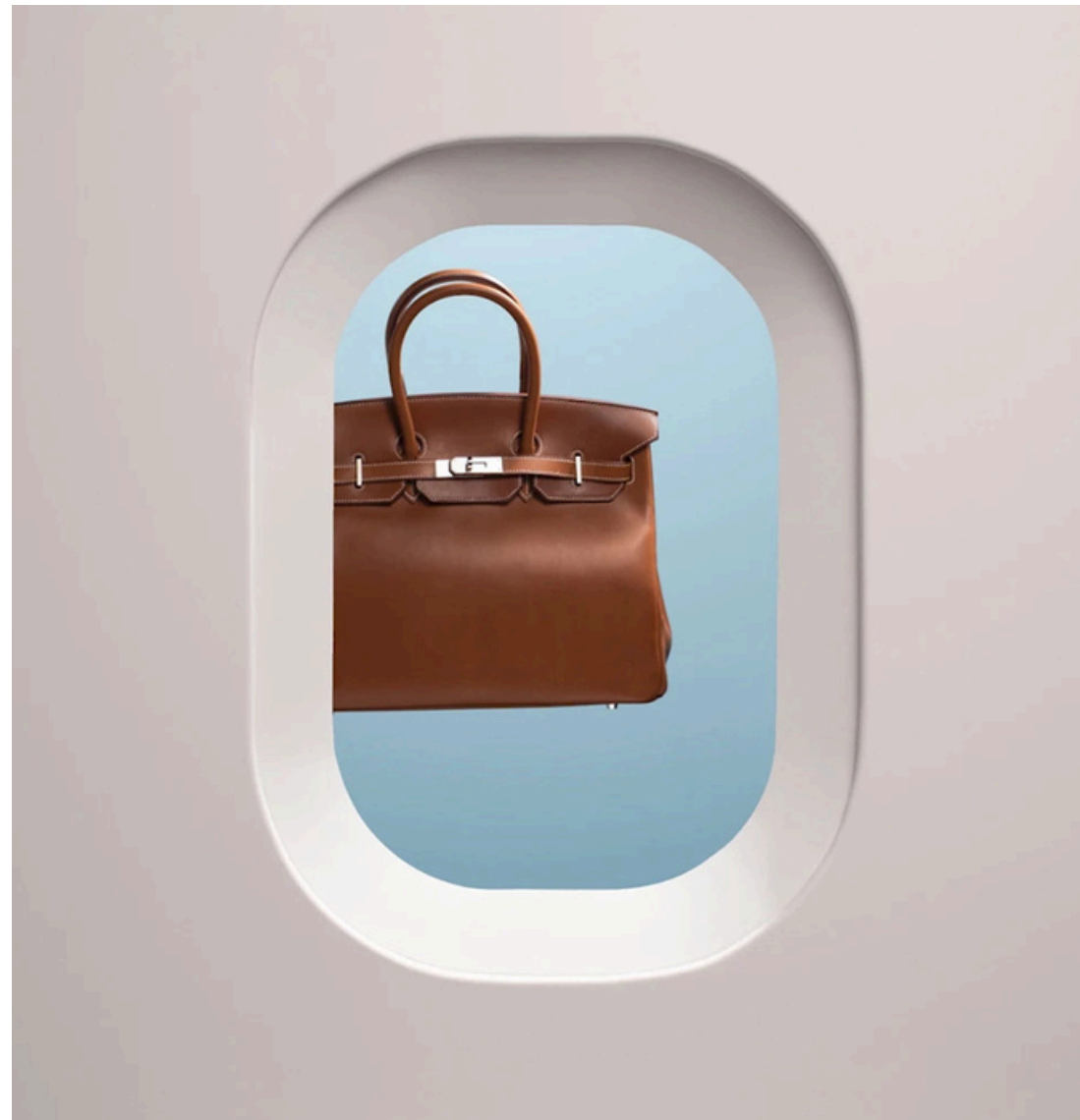


Fig. 05: Herems Birkin.



Fig. 06: Brunello Cucinelli Loafers.

LANDSCAPE ANALYSIS

Current Omnichannels:

- 145 stores across the globes, London, Paris, Milan...
- Available in luxury departmental stores like Harrods.
- Provides private client services.
- Provides buy online and pickup in store facilities.
- Has digital presence across social media, TikTok, Instagram...
- Has E-commerce presence.



Fig. 07: Loro Piana Store

LANDSCAPE ANALYSIS

Omnichannel strategy: ONLINE

- Through emails- Loro Piana can attract consumers for this experience through emails, all existing customers can receive personalized emails sending them travel brochures.
- Developing an App-The app will allow consumers to purchase tickets, provide a map of the ski resort and also provide visuals of the experience.
- Social Media-Through the reach of social media, Loro Piana can post pictures of the collection.
- Instagram and Twitter hashtags can be created where consumers use the hashtag and share pictures of their experience.
- Tik Tok influencers too will vlog their experiences and post it on the app.

LANDSCAPE ANALYSIS

Omnichannel strategy: PHYSICAL

- By using consumer data the resort will provide personalized experiences, including custom fitted robes and wellness treatments.
- it will feature a store with exclusive ski supplies, photo booths for capturing moments.
- It will have events for influencers to share on social media.

MARKET RESEARCH AND ANALYSIS

MARKET PENETRATION:
MORE SELECTIVE CLIENTELE
UNLIKE THOSE OF
COMPETITOR BRANDS LIKE
GUCCI OR LOUIS VUITTON,
ARE KNOWN FOR THEIR RICH
WOOLS CASHMERE AND SILK

DEVELOPMENT OF
FASHION MARKET:
NICHE MARKET STRATEGY
AND EXCLUSIVITY, ONLY IN
SELECT CITIES, MILAN,
NEW YORK PARIS, HONG
KONG

DEVELOPMENT OF FASHION
PRODUCT AND
DIVERSIFICATION :
AFTER JOINING LVMH LORO
PIANA STARTED READY TO
WEAR COLLECTIONS,
MANUFACTURING ITS
TEXTILES INTO PRACTICAL
WEAR
TRADITIONAL
CRAFTSMANSHIP VERY
ARTISANAL TO APPEAR TO
WIDER VARIETY OF
CONSUMERS



FIGURE 8

CONTEMPORARY CHALLENGES

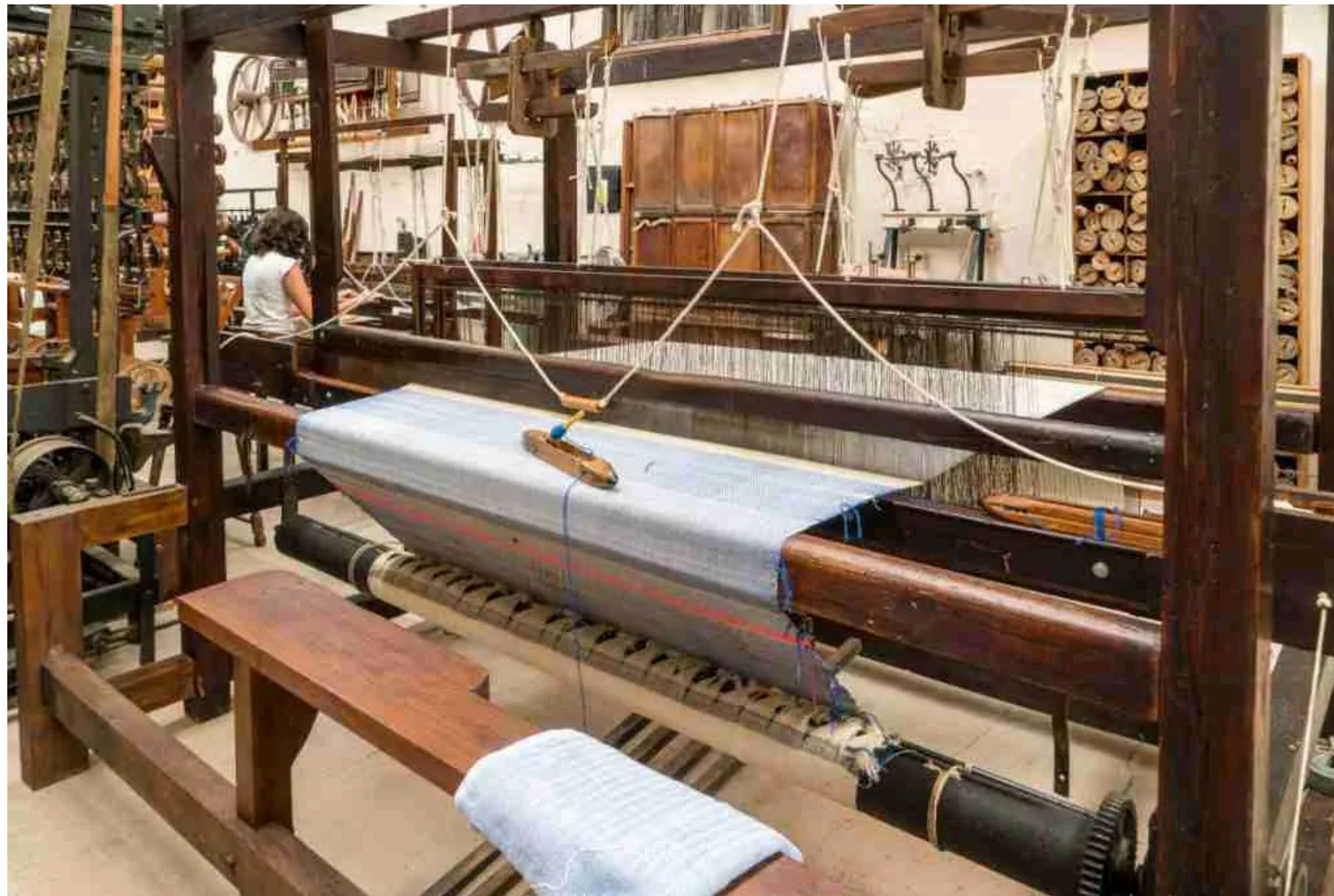


FIGURE 9

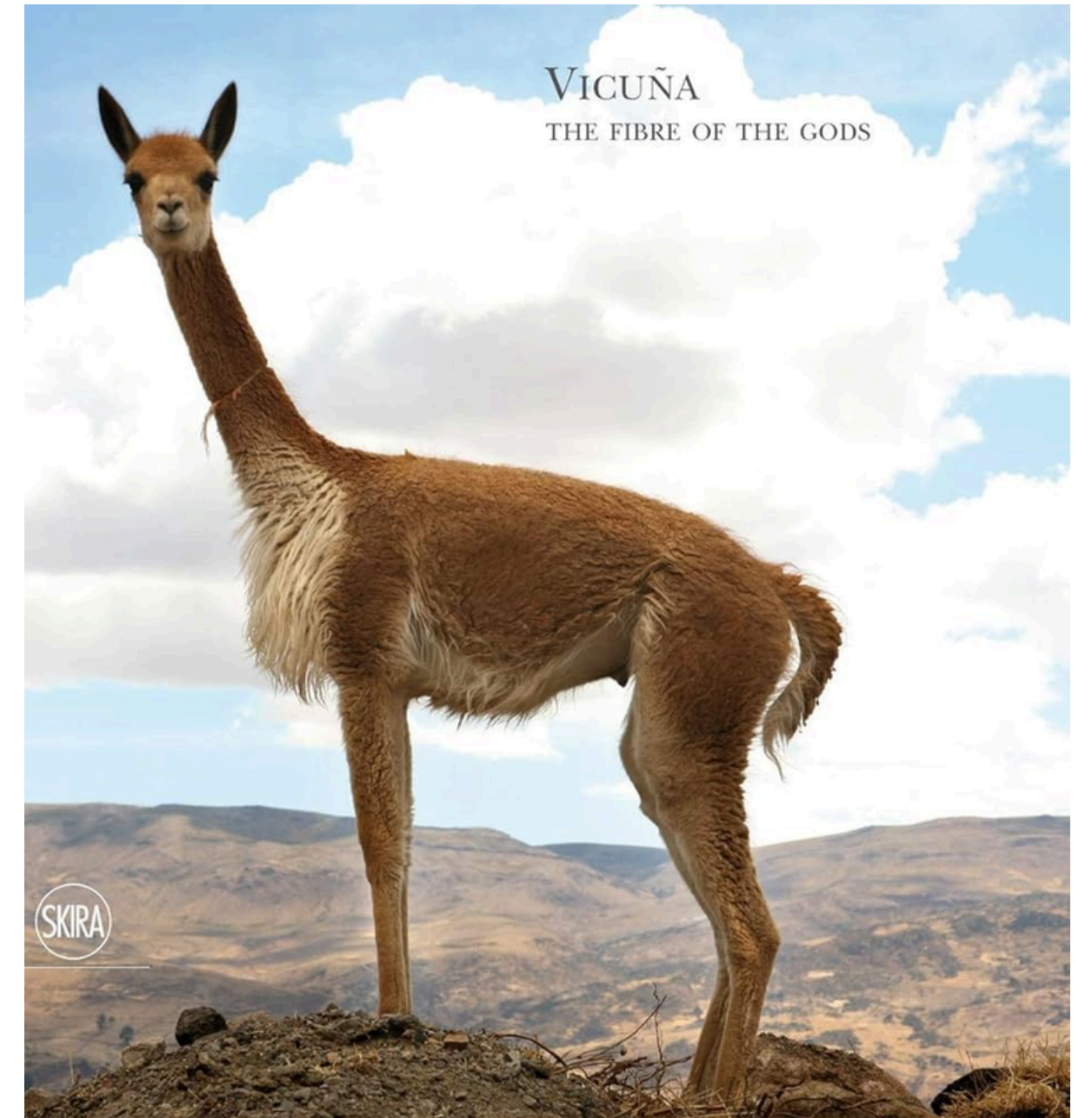


FIGURE 10

L O R O P I A N A X
A L P I N A D O L O M I T E S

WHERE
CASHMERE
MEETS THE
SLOPES



CRAFTSMANSHIP
AND HERITAGE

THE ART OF CASHMERE MAKING



FIGURE 11

- Showcasing rare cashmere pieces
- Exclusive collections inspired by the Dolomites
- Live demonstrations: techniques and coloring
- Bespoke services available only for hotel guests
- The future of cashmere workshop
- “The Art of Cashmere”- Masterclass



FIGURE 12



FIGURE 13

OUR CONCEPT



- A fusion of luxury, wellness and exclusivity in the heart of the Italian Dolomites
- Immersive experience for consumers to indulge in the world of Loro Piana
- Dolomites- Aligns with Loro Piana's brand identity of quiet elegance and Italian heritage
- Offering magnitude of exclusive Loro Piana themed experiences (Spa, meditations, customization, and limited Loro Piana x Como Dolomites ski wear)

LORO PIANA SKIN AND HAIR CARE SALON



PERSONALIZED CASHMERE
BATHROBES

FIGURE 14



LIMITED EDITION CASHMERE
INFUSED SKIN CARE

FIGURE 15



PERSONALIZED HAIR CARE
PRODUCTS

FIGURE 16

LORO PIANA STORE POP UP



BESPOKE SUIT MAKING

FIGURE 17



LORO PIANA SKI WEAR

FIGURE 18



APRES SKI POP UP

FIGURE 19

LORO PIANA SPA AND MEDITATION ROOM



SAUNA AND JACUZZI

FIGURE 20



CASHMERE INFUSED NAIL SALON



SOUND BATH

FIGURE 21

ENGAGEMENT AND INTERACTIONS



FIGURE 22



FIGURE 23

- SOCIAL MEDIA METRICS
- IN PERSON ENGAGEMENT AND GUEST EXPERIENCE RATING
- INFLUENCER AND VIP CLIENTELE IMPACT
- MEDIA COVERAGE
- DAILY REVENUE REPORTS: FORECAST AND BUDGET
- LORO PIANA'S NET GROWTH ACROSS THE GLOBE
- INCREASE IN ALPINA COMO DOLOMITES POPULARITY POST COLLABORATION



FIGURE 24

TARGET CONSUMER

35-65, GLOBAL ELITE HUBS

ULTRA HIGH NET WORTH INDIVIDUALS & DISCERNING ELITE

ELITE SPORTS & OUTDOOR LOVERS

LUXURY TRAVEL, FINE ART, EQUESTRIANS, SKIING

UNDERSTATED, TIMELESS ELEGANCE OVER LOGOS,
EXCLUSIVITY, PREMIUM MATERIALS



ENGAGING WITH THE BRAND

PRIOR THE EXPERIENCE

DURING THE EXPERIENCE

AFTER THE EXPERIENCE



FIGURE 27



FIGURE 29



FIGURE 30



FIGURE 33



FIGURE 34



FIGURE 28

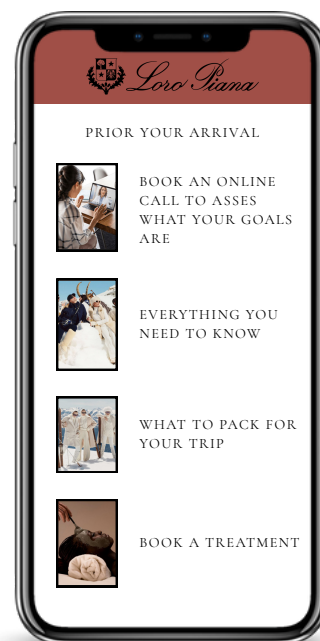


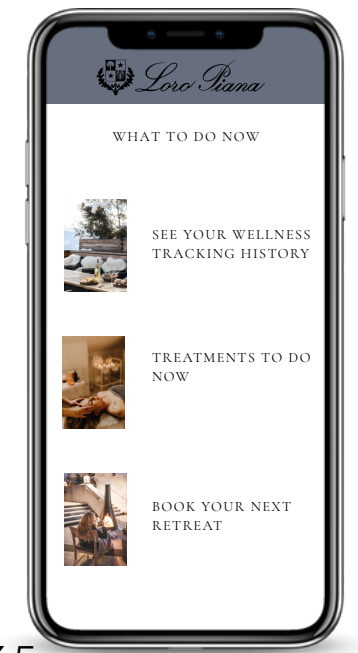
FIGURE 31



FIGURE 32



FIGURE 35





Conclusion

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Figure 11: Generated using Adobe Firefly using the prompt "ury ski hotel chalet collbaoration with infamous cashmere brand based on heritage loro piana".

Figure 12: Generated using Adobe Firefly using the prompt "cashmere making course in a luxury chalet in the snow".

Figure 13: Generated using Adobe Firefly using the prompt "luxurious cashmere spa therapy room with healing equipments overlooking snow".

Figure 14: Generated using Adobe Firefly using the prompt "luxury white hotel slippers In a chalet in the mountains in a massive luxurious white marble bathroom and bathrobe".

Figure 15: Generated using Adobe Firefly using the prompt "skin care, moisturizers and face creams set up in a luxurious spa with jacuzzi in back overlooking snow"

Figure 16: Generated using Adobe Firefly using the prompt "luxurious hair salon in a luxury hotel in the mountains overlooking snow in a spa with hair styling chairs"

Figure 17: Generated using Adobe Firefly using the prompt "luxury clothing customizing station in a chalet in the snow".

Figure 18: Generated using Adobe Firefly using the prompt " wooden round chalet pop up store in the snow with luxurious interior selling cashmere clothing and ski wear"

Figure 16: Generated using Adobe Firefly using the prompt "luxury clothing customizing station in a chalet in the snow".

Figure 17: Generated using Adobe Firefly using the prompt "spa facial room with a pool in a chalet in the snow with skincare on the table with spa chairs"

Figure 18: Generated using Adobe Firefly using the prompt "cashmere meditation room in a round chalet in the snow with mediation bowls and sound healing"

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FIGURE 20: (2024) AVAILABLE AT: [HTTPS://HOTELSPACEONLINE.COM/NEWS/COMO-ALPINA-DOLOMITES-OPENS-FOR-ITS-FIRST-SUMMER-SEASON/](https://hotelspaceonline.com/news/como-alpina-dolomites-opens-for-its-first-summer-season/)(MARCH: 2025).
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FIGURE 27. GENERATED USING ADOBE FIREFLY USING THE PROMPT "INVITATION".

FIGURE 28. GENERATED USING ADOBE FIREFLY USING THE PROMPT "RETREAT APP".

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FIGURES LIST

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FIGURE 33. GENERATED USING ADOBE FIREFLY USING THE PROMPT “INVITATION FOR NEXT YEARS EVENT”.

FIGURE 34. GENERATED USING ADOBE FIREFLY USING THE PROMPT “BESTPOOKE PRODUCTS”.

FIGURE 35. GENERATED USING ADOBE FIREFLY USING THE PROMPT “RETREAT APP, AFTER THE RETREAT”.