

LIU•JO
BRAND PLATFORM

THE BRAND



From the Carpi textile district to the world's *top fashion venues*.
In 25 years, Liu Jo has rewritten the history of women's fashion and turned
into one of the most interesting *case histories* on the global scene.

The recipe for success is rooted in its genes: looking to the future,
by combining *heritage* and intuition, quality and distinctive features.

THE MISSION



Liu Jo's mission is being the glam brand with the Italian touch that celebrates women's *empowerment* and supports women in their many, wonderful vibes through a feminine, effortless style that is open to personal touches.

Liu Jo is **natural Italian glam.**

THE MANIFESTO

Multi-faceted brand, full of audacity and freshness,
Liu Jo is the allied brand of women,
bringing them confidence and determination.

The *ego-booster* brand that accompanies women in
every moment of life and reveals the personality
and femininity of each.

Loving Liu Jo is loving a feminine and sparkling style,
with feminine products that are functional, well-cut
and thought for all occasions.

A *glam-chic* fashion, with a touch of Italian audacity,
that makes the Liu Jo women more attractive than
ever, from morning till dark night.

CELEBRATE THE SINGULARITY AND THE FEMALE EMPOWERMENT

EGO BOOSTER // BODY BOOSTER

AN EGO BOOSTER

A faithful ally, a brand to identify with and find one's strength in.

Liu Jo increases its customers' *self-confidence* giving them an opportunity to express themselves as freely as they can.



A BODY BOOSTER

Liu Jo enhances, it does not hide; it flaunts, it does not cover.

Its collections are designed to emphasise every woman's strengths and to consciously bring out their shape and proportions.

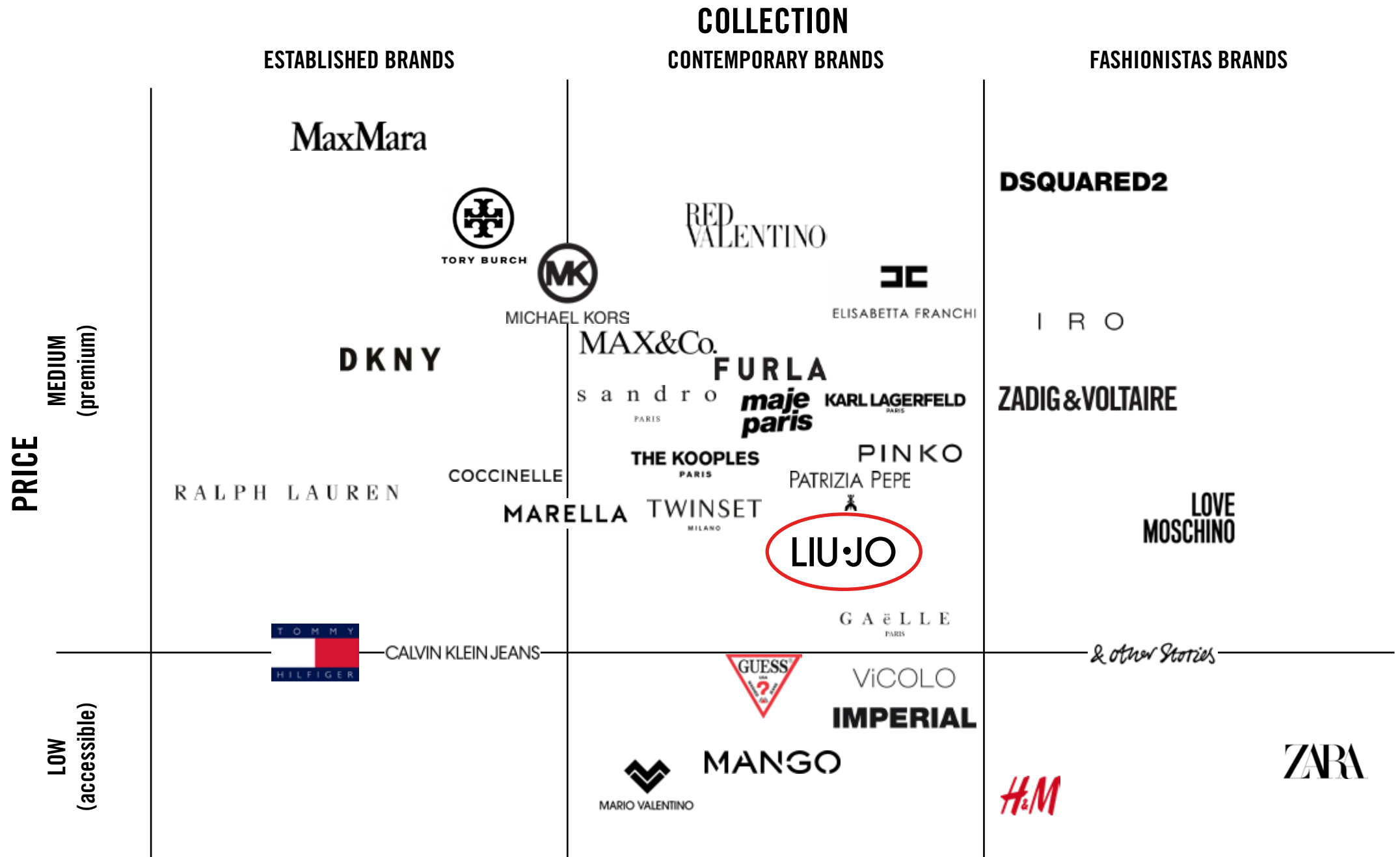


POSITIONING



Liu Jo plays the game in the premium market and places itself as an *entry to luxury* brand: *entry* for the women who are used to buying upmarket fashion, *luxury* for those who are closer to *mass market* and *contemporary* brands and aspire to enhance their wardrobe with some special, recognisable pieces.

POSITIONING



LIU JO IS



**RECOGNISABLE
GLAM
STRAIGHTFORWARD
CONTEMPORARY
SEDUCTIVE
SWANK**

THE BRAND VALUES



1. FEMININITY



2. GLAMOUR



3. UNIQUENESS



4. THE SPARKLE

1. FEMININITY



At the centre of it all, there's them: women.

For Liu Jo, femininity is synonym with self-confidence and independence, contemporariness and seduction, from a perspective that sees body and mind, style and personality harmoniously living together.

**CONTEMPORARY
FEMINISM
SEDUCTION
STRONG & INDEPENDENT**

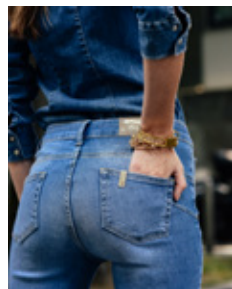
2. GLAMOUR



A trademark, at the source of the Liu Jo intuition.
Intangible but always there, glamour is the most genuine essence of the brand's *glam-chic* DNA.
Charm and seduction join forces to dress bold, self-confident women with character.

ATTRACTIVE
SENSUAL-APPEAL
CHARME
SENSE OF DETAIL

3. UNIQUENESS

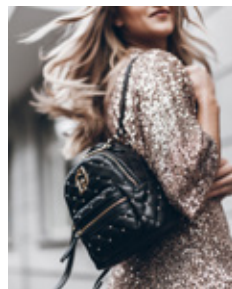
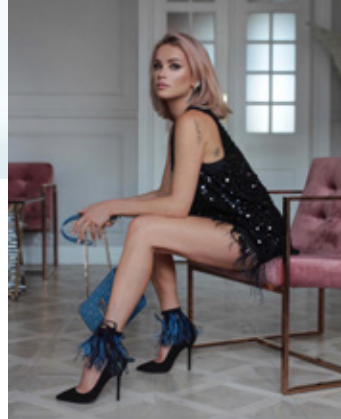


Liu Jo is the ally who's always ready to tell about the personality and strength of the women who choose it.

It supports women's *empowerment* by emphasising every woman's personality and uniqueness through versatile pieces that can be worn everywhere and styled in many different ways.

UNIQUENESS
FEMALE EMPOWERMENT
MULTIFACETS
ITALIAN TOUCH

4. THE SPARKLE



Liu Jo women shine of their own light. They know how to shine, just as they are, every single day.

They stand out for their sparkling, cheerful vibe, they share the same energy: together, they make up the Liu Jo *community*.

Liu Jo, the brand's *family* that perfectly embodies their values and style.

FEDERATION

AUDACITY

FESTIVE & JOYFUL

UNITED & FREE

THE CUSTOMER



She is 25 to 55 years old*

She likes fashion but is not a fashion victim, she wants to stay ahead, but she's not a *trendsetter*.

She sees femininity as a value that can be adapted to her own taste, she wants to feel beautiful.

In the way she dresses, she looks for those very specific distinctive features that may be recognised and make all the difference.

She wears Liu Jo on different occasions, because she feels comfortable with it:

Liu Jo will always have something special that is just right for her.

Busy and independent, she juggles works and family, friends and travelling.

**core between 35 and 45 years old*

BETTER TOGETHER



Sustainability as a key all-imbuing value underlies *#BetterTogether*, the Liu Jo journey that wants to help protect the planet. From the efforts made in the *headquarters* to those of the stores, from training to product development, Liu Jo builds its own 'green' road, step by step, with determination and enthusiasm. A case in point is *Liu Jo Better Denim*, which combines outstanding performance with a reduced consumption of water, energy and chemicals in the manufacturing process.

Because fashion can help discover and explore the world, but it can change it as well.

THE BUSINESS MODEL



In 2020, the year Liu Jo celebrates its 25th anniversary, the brand evolves into contemporariness.

To cope with an increasingly responsive market, it launches a new business model that makes the stores more flexible and streamlined, its ranges powerfully focussed on the *time-to-market* concept.

One single big seasonal collection thus turns into the breeding ground for strategic, regular additions of new products to make customers enjoy an ever-new shopping experience and respond to seasonal and trend requirements, while staying loyal to the brand's signature styles.

THE STORES



THE STORES



The brand's home away from home, the place where L'UO unleashes its full potentials with charm and character, showcasing the most genuine vibe of its collections.

At the centre of it all, a precious and far-ranging shopping experience that harmoniously chimes with the online channel, from an omnichannel perspective: the L'UO boutiques evolve at a pace with their customers, day after day.

Increasingly modern with the new contents available on tablets and the tailor-made experiences, increasingly sustainable with the recycled paper bags and digital brochures.

THE PRODUCT



Liu Jo's beating heart, where everything started. From denim to knitwear, including accessories and footwear, the collections are the perfect embodiment of the brand and stand out for:

- Great attention to fits and shapes
- Research into materials
- Versatile ranges
- Rich details and decorations (rhinestones, studs, gemstones)
- Distinctive prints and patterns (animal prints, flowers)
- Great *value for money*

THE RANGES: HIGHLIGHTS



DENIM

Liu Jo has always brought its feminine and assertive touch to a heritage category: denim is *designed to fit*.

THE DETAILS

Every single piece is special, every single detail has been carefully researched: no pieces are predictable, they are always decorated with unique details, accents and embellishments.

VERSATILITY

The perfect outfit for any occasion, the solution to any problem: with its vast and versatile collections, Liu Jo is a faithful ally.

ITALIAN-NESS

Italian roots, Italian tastes translated into the brand's creativity and identity: never predictable, always recognisable.

COMMUNICATION



From Kate Moss to Kendall Jenner, Liu Jo's history of communication is one of the brand's strengths and has remarkably helped make it a success story.

On one hand, the advertising campaigns (both offline and online), as witnesses to its premium positioning and as a completion to global *brand awareness*, with some of the most famous top models of all times, major productions and great photographers.

On the other hand, the TV commercials, launched in 2008 with the iconic *Bottom Up* jeans and now also featuring the entire accessory world: from Christmas *IT-bags* to *sneakers*, Liu Jo's commercials revolutionise the TV language by adding a touch of freshness and irony and emphasising the *key items*, now more than ever with an eye on *entertainment*.

COMMUNICATION TIMELINE

2010

TV COMMERCIALS ON ACCESSORIES

The Accessories pop on TV too, with the first commercials: from *Matilda* (2010) to *Kate* (2011-2012), via *Sophia* (2013) and *Amélie* (2014), the handbags are the heroes of new standards, playing on freshness and irony at the most tactical time of the year, Christmas.

2014

THE 'BOTTOM UP' BACK ON TV

On TV again, denim again, with a commercial that tells how 'nothing is like the original'. We are speaking of the Bottom Up jeans, of course!

2018

• SNEAKERS IN THE FRONT ROW

TV opens its doors to footwear too: it's the birth of the TV commercials for the *#ActiveFemininity* sneakers, to tell about an increasingly far-ranging Liu Jo universe.

• TIME FOR #GLAMOURIZING

Glamour as DNA, positioning as a *statement*: Anna Ewers and *#Glamourizing* are the ingredients of the new concept that lives for three seasons in Mert&Marcus's lens.

2020

KENDALL JENNER AND #BORNIN1995

The Jubilee year, the 25th anniversary, marked by the arrival of a true contemporary icon, known and loved all over the world: Kendall Jenner is the new face of Liu Jo. She's glamour, she's digital, she's *#BornIn1995*.

2008

THE 'BOTTOM UP' ON AIR

The launch of the Bottom Up jeans and their first TV appearance with an unforgettable commercial, followed in 2009 by a new page of TV history: it is the beginning of a story that was bound for success.

2011

KATE MOSS AS LIU JO'S NEW MUSE

A muse, a modern diva: Kate Moss becomes the face of Liu Jo and ferries the brand over to an international dimension, side by side, for seven unforgettable seasons.

2016

FROM #VICEVERSA TO #STRONGTOGETHER

With Karlie Kloss and Jourdan Dunn comes a new idea for a campaign: the concept and the message become key to conveying the value of Women's empowerment: here come *#Viceversa* and *#StrongTogether* and shortly afterwards the brand is back on TV with a new campaign about denim.

2019

#LJBAG FOR DANCING

The evolution of TV communication: with the *#LJBAG*, the winning standards of TV language turn into the fresh ones of entertainment, in perfect synergy with the *Shoes* (2020) world.

