

The logo consists of a white circle containing the lowercase letters 'o bag' in a white, sans-serif font.

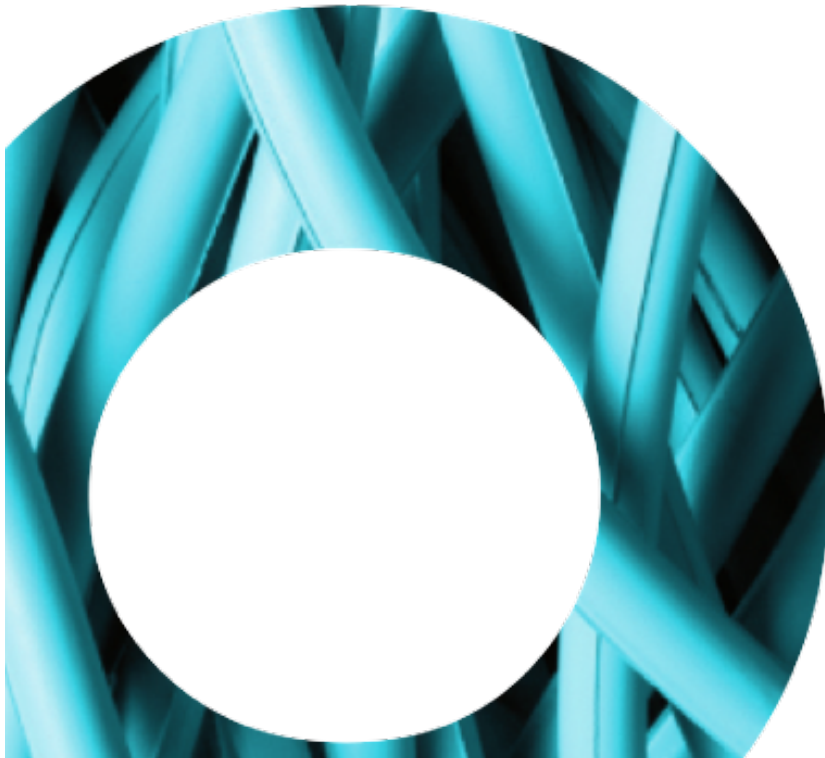
O bag

**PRESENTATION
2017**



O Bag concept

O bag



Is an Italian design focused brand,
with a cross-cutting approach to the cultural
distinctions and different generations.

The aim of the brand is to express individual
identity through a vast choice of styles, colors
and accessories



distinctive brand features

O BAG is synonymous with
innovation, versatility,
color and essentiality



O bag is the market leader in the customization and adoption of **cutting edge materials** in the fashion industry;

is a blend of **functions** and **contemporary design** which promotes the use of innovative materials and essential forms, mixed with the **power of colors**;

is **unique**, a **custom-made product** for all customers

O bag

distinctive brand features

.design



.customisation



Why does the
customer
should prefer
O bag?

.scalable price



.colours





historic origins

Key points

2010 opening of the first O bag store in Italy (only watches)



2012 lunch of the innovative handbag “O bag”



2013 opening of the first **O bag** store in the world
(for watches and handbags)



2014 the international retail development begins



2015 135 stores opened in one year



2016 acceleration of the development plan
and focus on the brand extension



O bag

product offer



O bag

product offer

The iconic products



O clock



O bag

O bag

product offer

2009 O clock



2012 O bag



2013 O pocket



2013 O bracelet



2014 O sun



2016 O shoes



end of 2016 O hug





product offer

bags



bag



bag mini



basket



chic



pocket



bag '90



folder



bag soft



one



bag moon



bag moon light



square

clocks



clock



clock great



chive



click

glasses



sun



sun aviator

wallet



hug

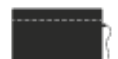
accessories



bracelet



charm



Pochette



Phone case

shoes

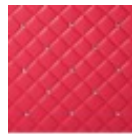


shoes

O bag

brand communication and events

MARKET EVENT



made with love
for you
O bag

ON-LINE
ACTIVITIES



IN-STORE
ACTIVITIES



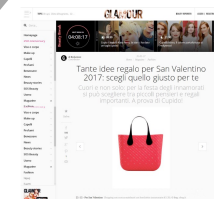
POS MATERIAL



ADVERTISING



PRs





brand extension 2017

Fall 2017

Home accessories
project



Winter 2017

Disney
licensing





O Bag stores 2017

O BAG STORES	ITALY	OUT OF ITALY	TOTAL
OPEN	191	138	329
TO BE OPEN	37	54	91
TOTAL	228	192	420



O bag

store design (rendering)



O bag

store design (rendering)



O bag

O bag stores



O bag

O bag stores



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O bag stores





O bag stores



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.thank you