



TRUSSARDI



INTRODUCTION

Founded in Bergamo in 1911, Trussardi began as a leather glove manufacturer before evolving into a global Italian luxury lifestyle brand.

Today, the brand is recognised for its focus on craftsmanship, timeless elegance, leather expertise, and understated Milanese sophistication.

Current Challenge

How can Trussardi modernise and remain culturally relevant while preserving its heritage identity?



BRAND ANALYSIS

Brand Portfolio

- Main Line
- Casa
- Fragrances
- Legacy diffusion lines

Positioning

- Accessible Italian luxury
- Heritage + craftsmanship
- Quiet luxury aesthetic
- "Democratic luxury" strategy

Core Values

- Timeless elegance
- Milanese sophistication
- Functionality & quality
- Authenticity

Target Market

- Aspirational luxury consumers
- Middle-high income
- Omnichannel lifestyle shoppers
- Europe + emerging markets

Key Competences

- Leather expertise
- Italian heritage
- Lifestyle diversification
- Versatile products

SWOT

Strengths

- Heritage
- Craftsmanship
- Miroglio backing

Weaknesses

- Weak differentiation
- Limited digital maturity

Opportunities

- Accessible luxury growth
- Digital transformation

Threats

- Intense competition
- Changing consumer expectations



PROPOSAL

Rebuilding Trussardi through controlled modernisation that preserves heritage while strengthening cultural relevance.



1. Heritage Repositioning

- Quiet luxury
- Milanese sophistication
- Timeless craftsmanship
- Contemporary identity

2. Digital-First Relevance

- Instagram & Pinterest storytelling
- Gen Z engagement
- TikTok UGC
- Craftsmanship content
- Cultural storytelling

3. Experiential Retail

- Immersive flagship stores
- Lifestyle-led spaces
- Emotional brand experience
- Architecture & design focus

4. Selective Global Expansion

- DTC in core markets
- Pop-ups in emerging markets
- Digital-first expansion
- Controlled distribution

Strategic Goal

- Modernise without losing heritage
- Strengthen cultural relevance
- Build long-term luxury positioning



Long-Term Vision

Experience-led, culturally relevant, accessible Italian luxury brand

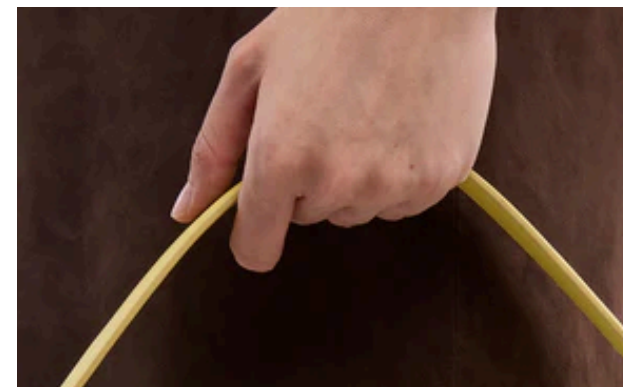


B2C

Global e-commerce-led model, supported by selected flagship stores in core markets and a digital-first approach in limited retail regions.

B2B

Selective wholesale in core markets and controlled wholesale/franchise in growth markets to improve pricing, brand and distribution control.



RETAIL

Trussardi's strategy transforms boutiques into experiential lifestyle hubs supported by phygital services, AR/VR integration, and flagship communication spaces.

WHOLESALE

Becomes highly selective, reducing distribution fragmentation and focusing on aligned premium partners and controlled international expansion.

DIGITAL

channels act as a centralized ecosystem for e-commerce, storytelling, exclusivity, and omnichannel CRM integration

SOCIAL MEDIA

builds a global "Gentle Society" community through creative storytelling, digital-first market entry, and controlled brand perception.

CHANNEL HIERARCHY

Highly controlled D2C and phygital foundation, anchored by 15 strategic boutiques and a unified e-commerce hub

Selective B2B wholesale network in key growth markets to prevent brand dilution

Managed lifestyle licensing partnerships



DEGREE OF CONTROL

Level 1 — D2C & Digital

Highest level of control focused on flagship boutiques, global e-commerce, the Trussardi Society App, omnichannel integration, and personalized customer experience.

Level 2 — Selective Wholesale

Medium level of control through premium retailers, luxury malls, selective partnerships, and pop-up activations aligned with Trussardi's positioning.

Level 3 — Licensing

Lowest operational control with external partners for fragrances, eyewear, and furniture, while Trussardi maintains creative direction and brand consistency.

CUSTOMER JOURNEY

Mapping how Trussardi can turn each customer touchpoint into a more emotional, seamless, and experience-led luxury interaction.

AWARENESS

"Controlled modernisation" for Gen Z audience with "quiet elegance", craftsmanship, and Milanese lifestyle.

Avoids hard sell tactics, leveraging visual storytelling on Instagram, Pinterest, and strategic cultural partnerships.

AR portals and Caffè Trussardi trucks: highly shareable entry points

Zero Moment of Truth: driving UGC and seamlessly funnelling consumers into Trussardi's core digital ecosystem



CONSIDERATION

Trussardi Society App (PWA)

QR access, Magic Scan & global stock availability

Centralized CRM & Digital Clienteling

seamless data loop + personalized customer journey

Sales Associates as Brand Ambassadors

WhatsApp outreach, private invites & one-to-one relationships

TikTok "Archive vs Future"

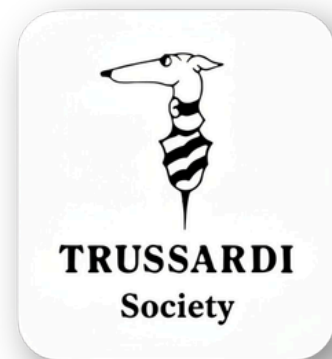
heritage storytelling through modern reinterpretation

"Gentle Conversations" & Local Partnerships

micro-events + neighborhood cultural relevance

Virtual Palazzo & Private Suites

AR/VR experiences + exclusive top-spender environments



KPIs

- TikTok Video Completion Rate
- Click-Through Rate
- Search Lift
- QR Code Scan Rate
- Magic Scan Conversion Rate
- Sales Cycle Length
- In-App Cart Abandonment Rate
- WhatsApp Open & Conversion Rate
- AR/VR Dwell Time
- Digital Wardrobe Repeat Purchase Rate

PURCHASE

Connected Shopping Experience

Focused on creating one **connected** experience between boutiques, e-commerce, CRM, and the Trussardi Society App.

Experience-focused Boutiques

Transforming the flagship stores into a more **emotional** experience focused on hospitality, craftsmanship, and styling.

Gen z & Digital Engagement

Increasing through digital storytelling, short-form content, and Caffè Trussardi - helping the **visibility** and engagement.



POST - PURCHASE

After purchase, customers receive a personalised luxury experience through elevated packaging, craftsmanship-led editorial inserts, and tailored follow-up communication.

Ownership Experience

Customers engage with Trussardi through leather care tutorials, styling inspiration, Milanese lifestyle storytelling, and personalised omnichannel CRM experiences.

Relationship building

Customers are invited into the brand ecosystem through exclusive previews, flagship aftercare services, restoration consultations, and private styling appointments.

Success Measured Through

Its measured through repeat purchases, CRM engagement, aftercare participation, customer retention, and seamless omnichannel satisfaction.

LOYALTY

Emotional engagement over transactional rewards, centred on **The Gentle Society Pass**, an invitation-based cultural membership designed to strengthen long-term customer relationships.

Through exclusive access to private events, atelier visits, capsule collection previews and **Gentle Talks**, Trussardi fosters a sense of belonging and lifestyle alignment.

Supported by personalised CRM, tailored recommendations, anniversary gifting and localised activations, the strategy transforms loyalty into a continuous, premium, and emotionally driven brand experience, strengthening customer retention and deeper brand connection.

PHYSICAL-DIGITAL INTEGRATION

Connecting boutiques, digital platforms, CRM, and social touchpoints into one continuous omnichannel experience.



ONLINE

The **Trussardi Society App** unifies retail, e-commerce, CRM, and clienteling into one phygital ecosystem.

It enables personalized human interaction through WhatsApp clienteling and digital assistants.

Immersive tools like AR/VR, QR scanning, and the Digital Wardrobe extend the experience beyond the store into a continuous lifestyle journey.

IN - STORE

Merges physical and digital realms through app-enabled RFID and QR product scans, enabling real-time omnichannel fulfillment

Caffè Trussardi mobile trucks for community engagement, with UGC.

POST - PURCHASE

Omnichannel ecosystem **integrating CRM**, e-commerce and flagship stores, supported by personalised communication, aftercare services and **Gentle Talks** to strengthen customer loyalty and brand connection.

CRM & PERSONALIZATION LOGIC

Using customer data subtly and strategically to support personalised service, clienteling, and long-term relationship building.



WHO COLLECTS DATA & HOW?



Awareness: Instagram engagement, QR activations, Website visits

Messy Middle: Product scans, Wishlist activity, Event participation, Concierge conversations

Purchase & Loyalty: Purchase history, Delivery preferences, CRM interactions, Repair & aftercare usage

Customer Incentives to Share Data: Personalised recommendations, Exclusive events & previews, Seamless omnichannel experience, Digital convenience, Access to "Gentle Society" ecosystem

Digital Touchpoints

- Website & app behaviour
- QR scans & AR experiences
- Wishlists & saved items
- Newsletter sign-ups
- Social media engagement

Physical Touchpoints

- Sales associate interactions
- Styling appointments
- Boutique events
- Aftercare consultations
- WhatsApp concierge

WHAT DOES THE BRAND DO WITH IT?

Customer Segmentation: VICs, Lifestyle Cultivators, Neo-Gentle Discoverers, and Heritage Nostalgics.

Activations: private invitations, curated lookbooks, events, and post-purchase nurturing.

CRM/CDP Ecosystem: Lean CRM + CDP connecting clienteling, inventory, and real-time app data.



Mobile push notification is sent to the customer

Customer opens the Trussardi mobile app while at the airport before an international flight.

"Travelling today? Discover a selection of Trussardi leather essentials designed for short business and weekend trips."

Based on past purchase history (travel accessories) and real-time context (airport location).

Customer is guided to visit the Trussardi airport store.

WHAT DOES PERSONALIZATION LOOK LIKE?



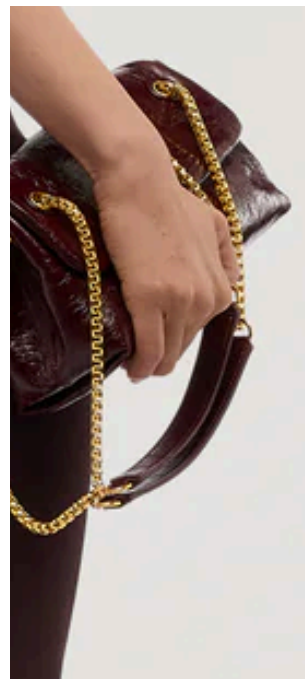
KPIS & EXPERIENCE MEASUREMENT

Analyzing performance through customer engagement, experience and brand connection across the Trussardi ecosystem.

Targets based on **accessible luxury industry** benchmarks.

ACQUISITION

Brand **visibility** and Gen Z **engagement**.



MAIN KPIS

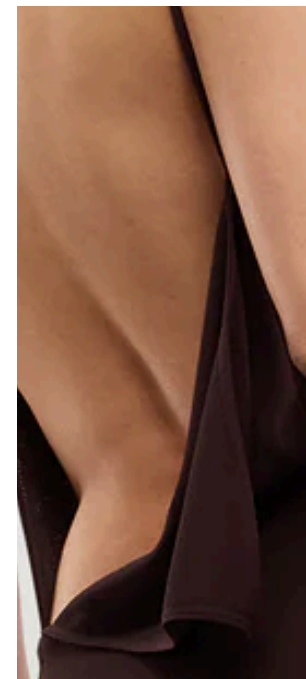
- **Monthly website sessions**
+25% growth in 12 months
- **Instagram engagement**
above 3.5%
- **UGC content from Caffè Trussardi**
500+ monthly mentions
- **Event participation**
70% attendance capacity

HOW TO MEASURE

GA4 analytics, Instagram Insights, CRM reports, hashtag tracking, and event registration data.

EXPERIENCE

Quality of the **omnichannel** experience.



MAIN KPIS

- **App monthly active users**
+20% growth
- **WhatsApp clienteling response rate**
above 85%
- **Average website session duration**
3+ minutes
- **In-store satisfaction score**
above 4.5/5

HOW TO MEASURE

CRM systems, app analytics, customer surveys, heatmaps, and boutique feedback forms.

RETENTION

Customer **loyalty** and retention.



MAIN KPIS

- **Repeat purchases**
above 35%
- **Private event participation**
60% invitation acceptance
- **Personalized service usage**
+30% growth
- **Email open rate**
above 28%

HOW TO MEASURE

CRM platforms, loyalty data, email analytics, and purchase history analysis.



CONCLUSION

Trussardi's **future** is about **modernising** its **customer experience** while **preserving its heritage**, craftsmanship, and Milanese identity. Our proposal focused on how that expands to digital integration, experiential retail, and emotional brand connection.

By prioritising quiet luxury, personalisation, and cultural relevance, Trussardi can strengthen its position within the evolving accessible luxury market and **reconnect with younger aspirational consumers.**

THANK YOU!

