


BACI & ABBRACCI



THE STORY

Baci & Abbracci is the Italian brand of casual-sport apparel, born in Milan during the spring 2004, property of Baci & Abbracci Collezioni Srl.

Characterized by the typical logo with the light blue apple, the Baci & Abbracci Collections have constantly evolved. From mere emergent brand, Baci & Abbracci has quickly developed into a trend brand, appreciated by a wide public throughout Italy.

The key elements of this success are a punctual and up-to-date stylistic research, a wide distribution on the whole National territory and a communication strategy mainly focused on a target of 30/ 45 years old men and women, demanding and attentive to new trends.

By dropping the “pure logo”, the brand has strengthened its own philosophy and identity, presenting an informal but elegant and refined look, conveying positive values like friendship, love, passion and complicity.





LICENSES/ BRAND EXTENSION

Thanks to the relevant results obtained, the company has soon oriented itself towards new markets, promoting a brand broadening policy:

- Underwear and Pajamas
- Swimwear
- Textile Home
- Bags and Accessories
- Kids Collection
- Shoes

STYLE GUIDE

Baci & Abbracci is located in the CASUAL / SPORTSWEAR first level segment.
Baci & Abbracci is recognized as a "specialized" brand in sweatshirts and polo shirts.

The Promise

Baci & Abbracci's articles must propose an informal style, casual but refined, sporty and sometimes elegant, but simple, new and original, customised, but still standing for its quality.



VALUES

- Positive feelings (love, friendship)
- Romanticism
- Joie de vivre
- Freedom, Fun and Amusement
- Freshness and simplicity, but with a touch of elegance
- Italian Style
- And partly Exhibitionism (the logo never disappears!)





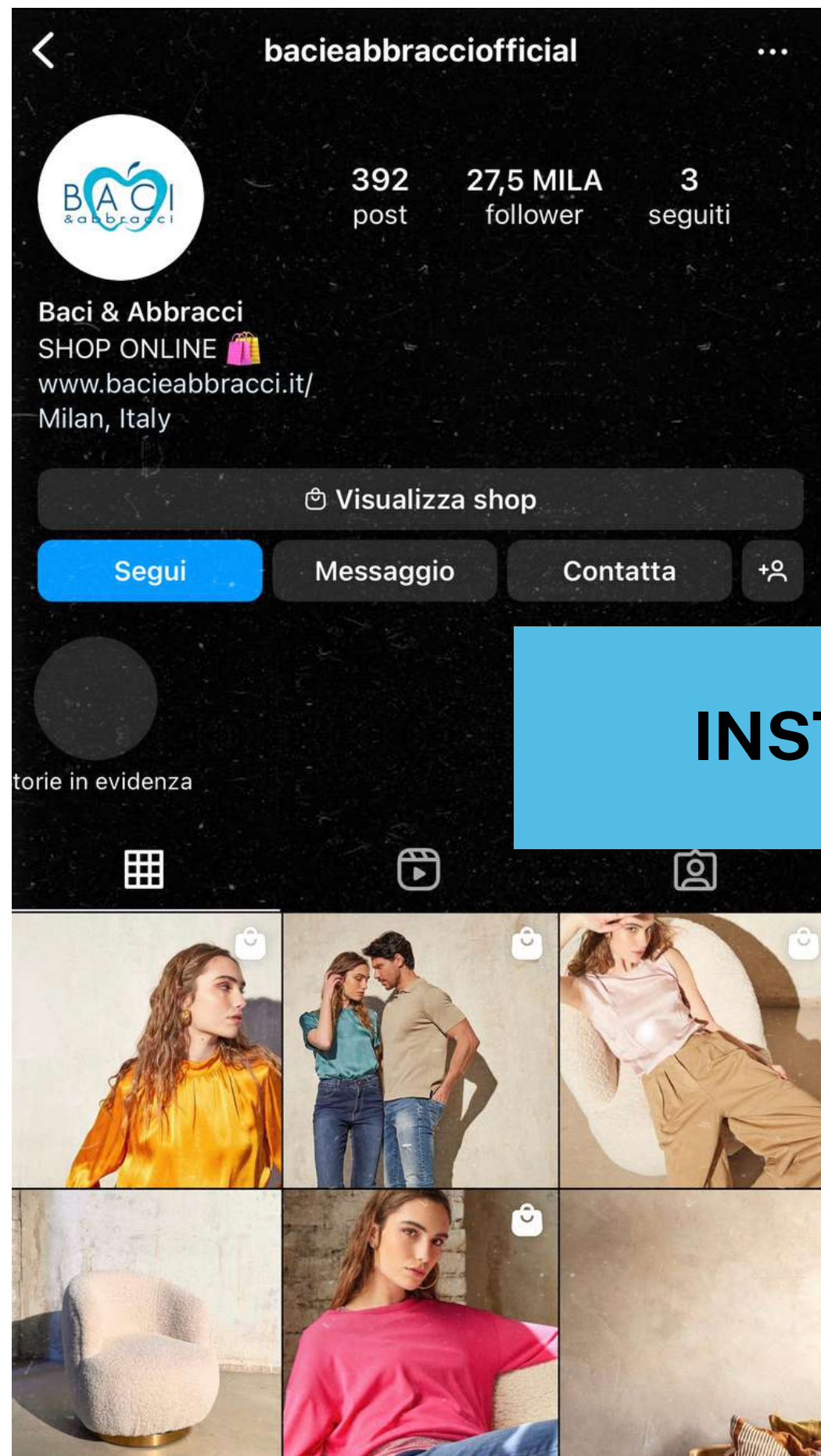
COMUNICATION

Baci & Abbracci is a byword for loving couple, but also for friendly situations (only men or only women sharing something).

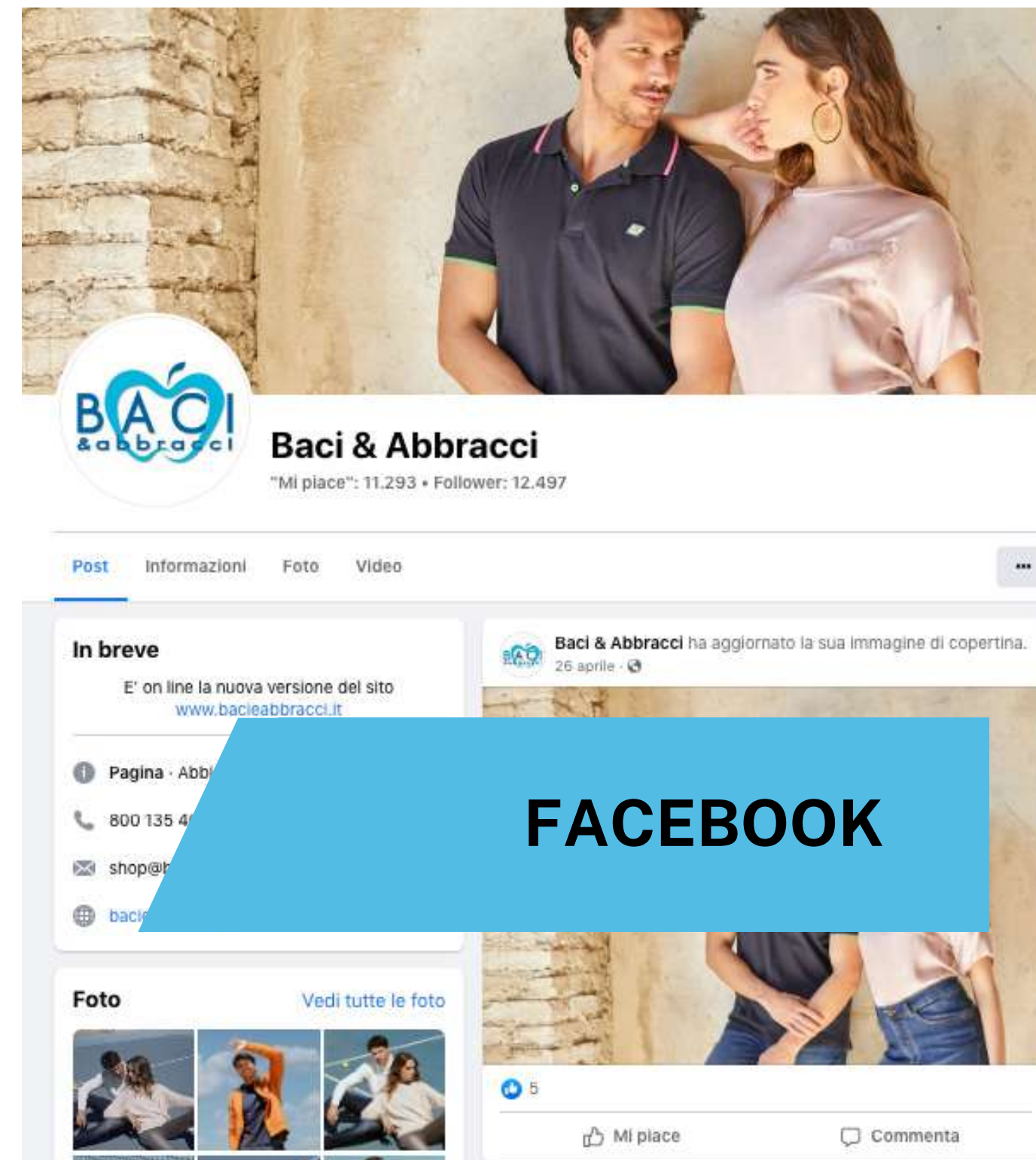
The atmosphere must be an hypothetical "daily", many taken from real situations of each.

Media range over different solutions, including advertising on the major Social Network.

SOCIAL NETWORK



INSTAGRAM



FACEBOOK