

FIORELLI





OUR BRAND

Elevating the Everyday

Established in London in 1988, Fiorelli was born out of a desire for innovation and functionality.

Fiorelli is a retail, wholesale and digital fashion brand, internationally acclaimed for the design and quality of our product. Our customer lead strategy is at the forefront of everything we do from all design and development to our leading online flagship store.

We create for the busy and dynamic woman. Our collections are considered and wearable with true seven days a week appeal. Anouk, Finley and Anna are classic examples of Fiorelli's iconic styles that are designed for life on the move.

HANDBAGS, PURSES, FOOTWEAR, JEWELLERY

Product categories



FIORELLI

Key moments



1988

The Fiorelli brand is established in the UK with its headquarters in London.

The first handbag collections are launched.

1992

Luggage, belts, small leather goods and sunglasses categories are launched.

1995

UK Company The Lunan Group buy the Fiorelli name and re-launch the brand.

2005

Fiorelli is launched in Scandinavia, Germany and Benelux.

2007

Fiorelli is launched in Japan, Greece, Austria, Russia, South Africa and the UAE.

2009

Fiorelli.com is launched as a transactional website and their global flagship store.

2010

Fiorelli opens 7 retail stores across the UK.

2013

Fiorelli launches jewellery and watch collections.

2019

Fiorelli launches first Footwear collection.

Fiorelli launches in the US.

2020

Fiorelli relaunches accessories as 100% vegan.

Launch of Fiorelli Recover, their first sustainable collection.



Brand personality

Functional

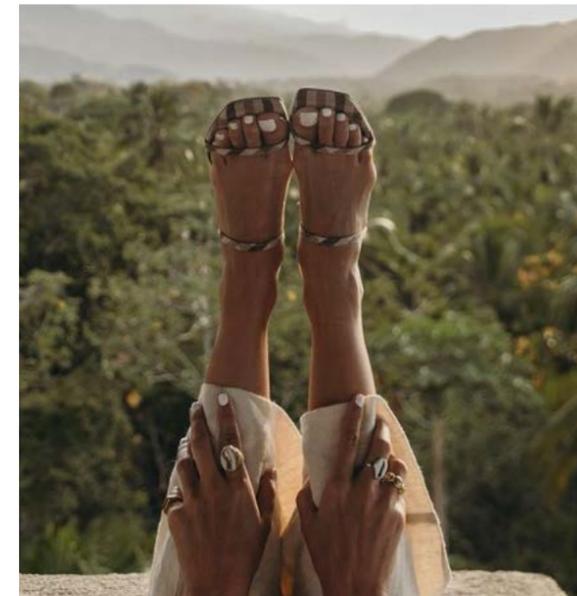


Elevated

Innovative



Versatile



Quality

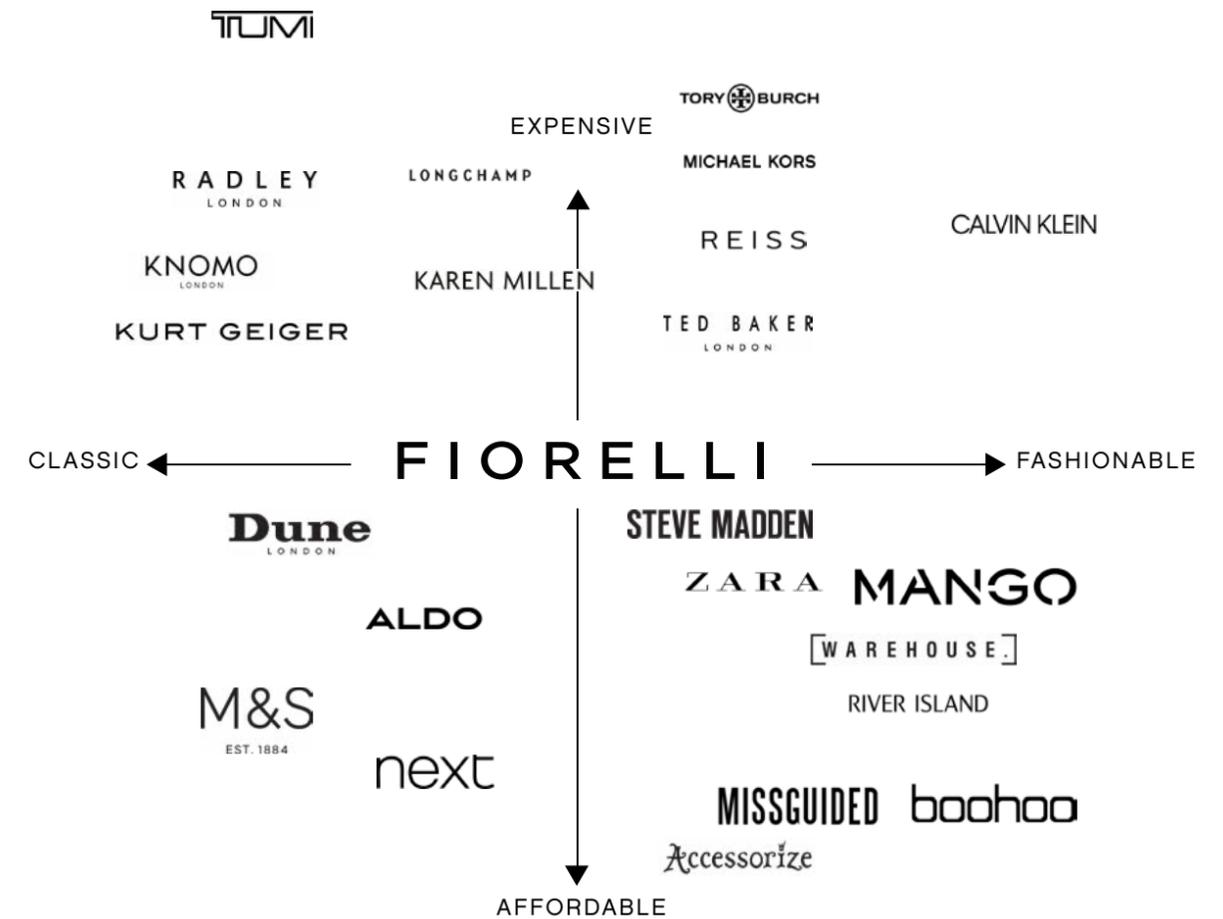


Considered

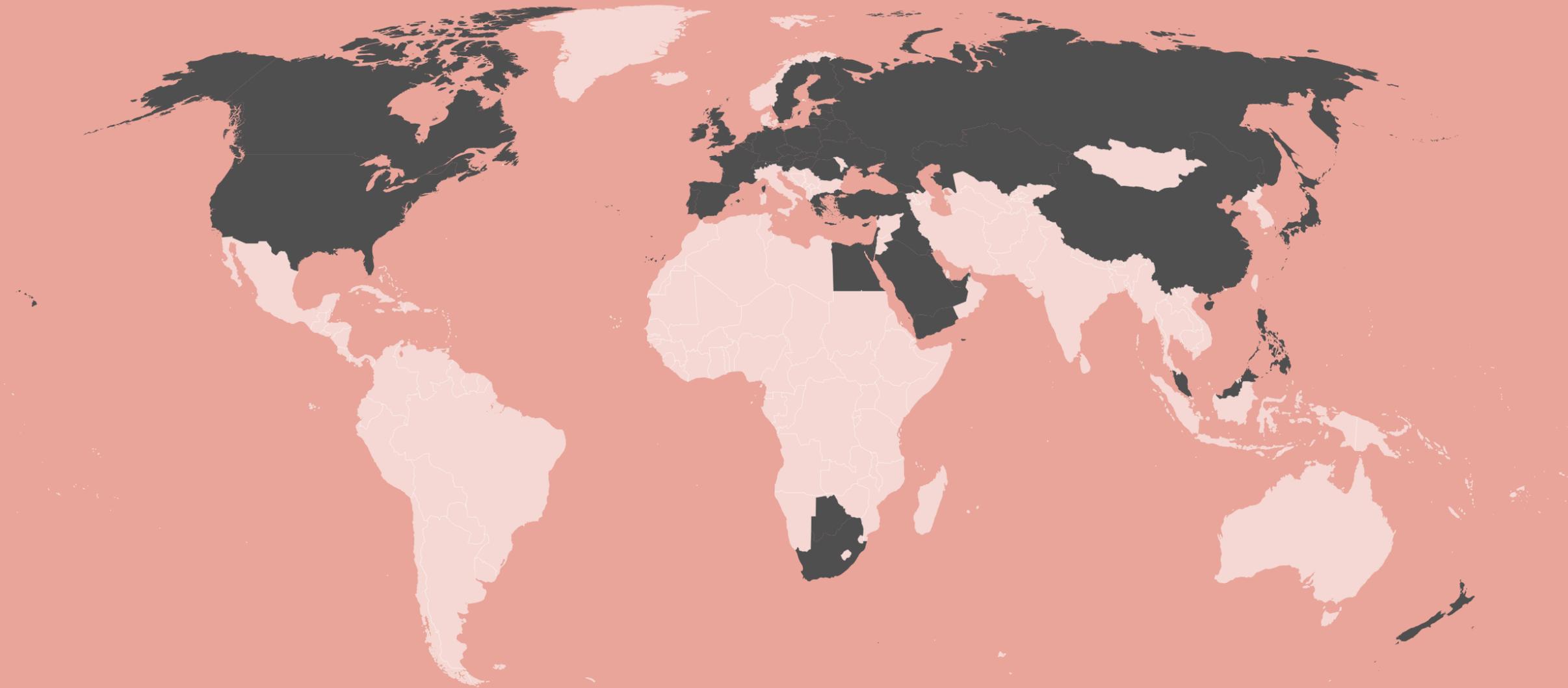


Global brand positioning

Fiorelli is internationally identified as the working woman's go-to accessories brand. We distinguish ourselves from the competitive set by enforcing our perception of being reliable, stylish, classic and functional.



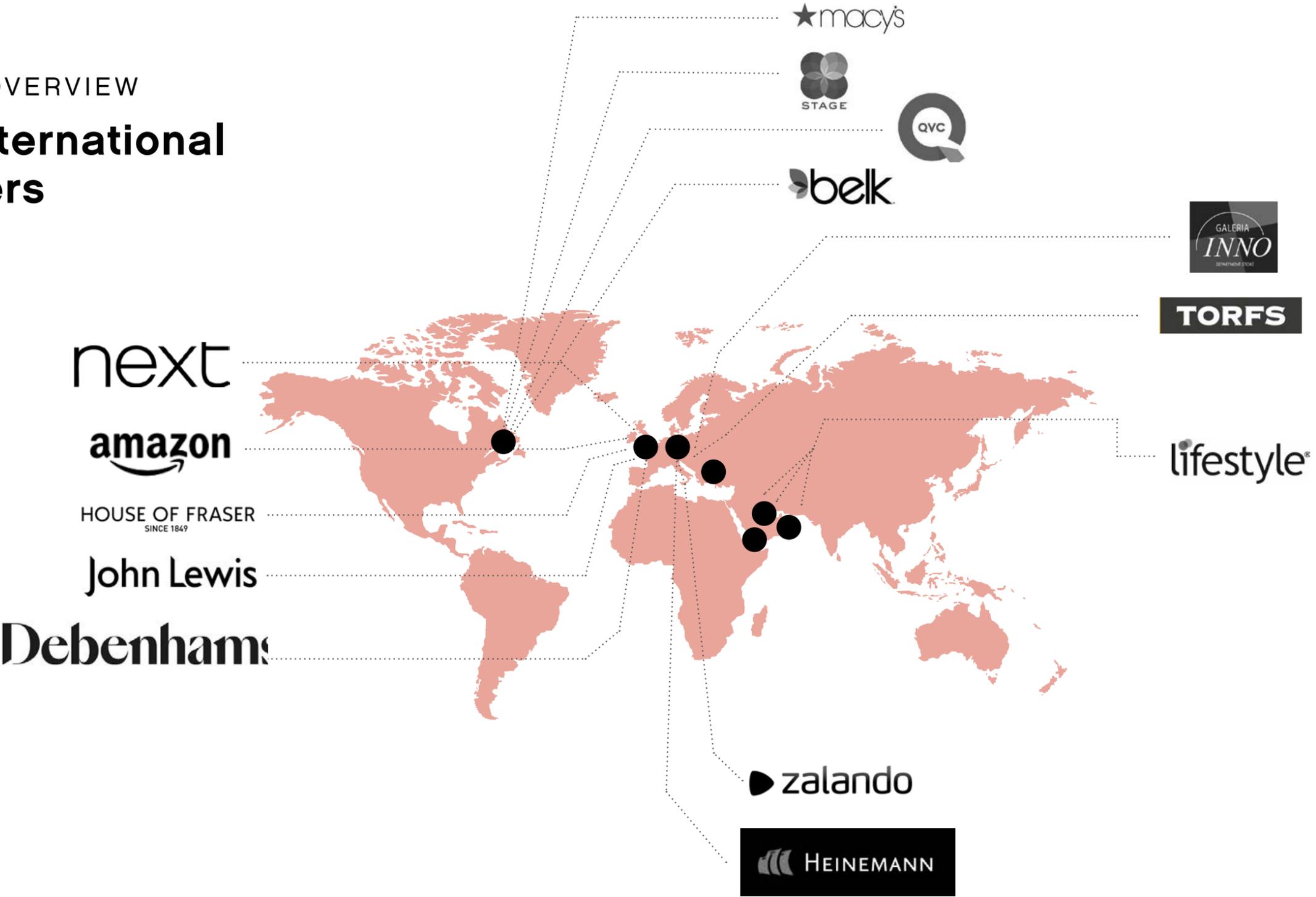
Sales territories

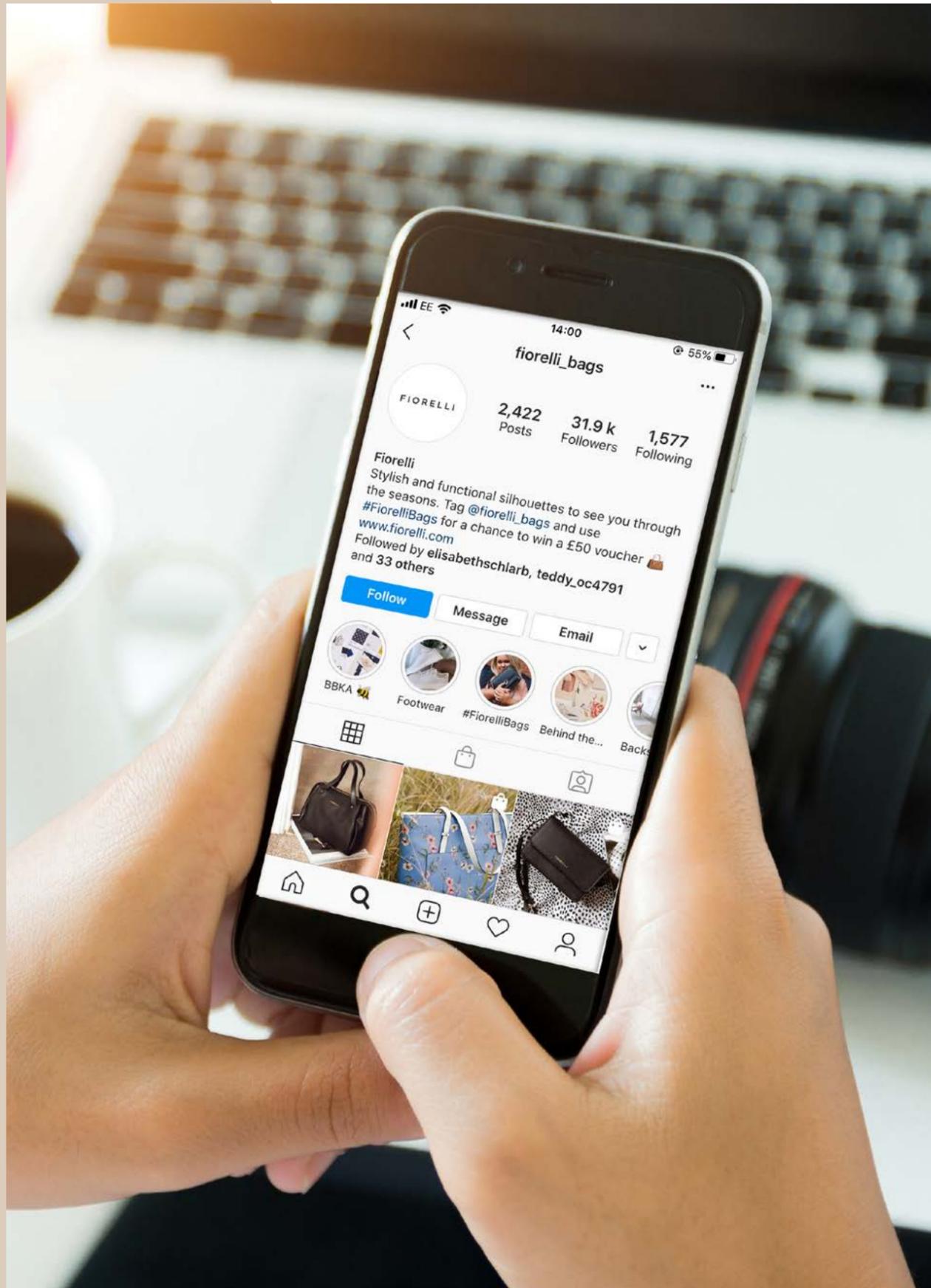


AUSTRIA / BENELUX / BOTSWANA / CANADA / CHINA / CYPRUS / CZECH REPUBLIC / ESTONIA / FRANCE / GEORGIA / GERMANY / GREECE
IRELAND ISRAEL / JAPAN / KAZAKHSTAN / KUWAIT / LATVIA / LEBANON / LITHUANIA / MALAYSIA / MALTA / NEW ZEALAND / PHILIPPINES
POLAND / PORTUGAL ROMANIA / RUSSIAN FEDERATION / SINGAPORE / SLOVAK REPUBLIC / SLOVENIA / SOUTH AFRICA / SPAIN / SCANDINAVIA
SWITZERLAND / TURKEY UKRAINE / UNITED ARAB EMIRATES / UNITED STATES / UNITED KINGDOM

BRAND OVERVIEW

Key international partners





FUTURE GROWTH

Digital experience

The Fiorelli digital team are focused on relevant and useful interactions with our customers and our creative content is leading the way.

Seasonal stories are produced in line with our wider brand campaign and directed by analytical marketing to ensure we stay ahead of the competition.

We have an in-house visual team, with photographers, stylists and retouchers working together to produce branded collateral. This allows us to be both proactive and reactive to industry trends and we are able to efficiently produce e-commerce creative, product and model shots, as well as lifestyle content.

A selection of this content will be available to our wholesale partners, so please reach out to your account manager to gain access to our online content portal.

FIORELLI.COM

The global flagship

Our online sales currently tracking 185%, with a monthly visitors of 300k up on last year.

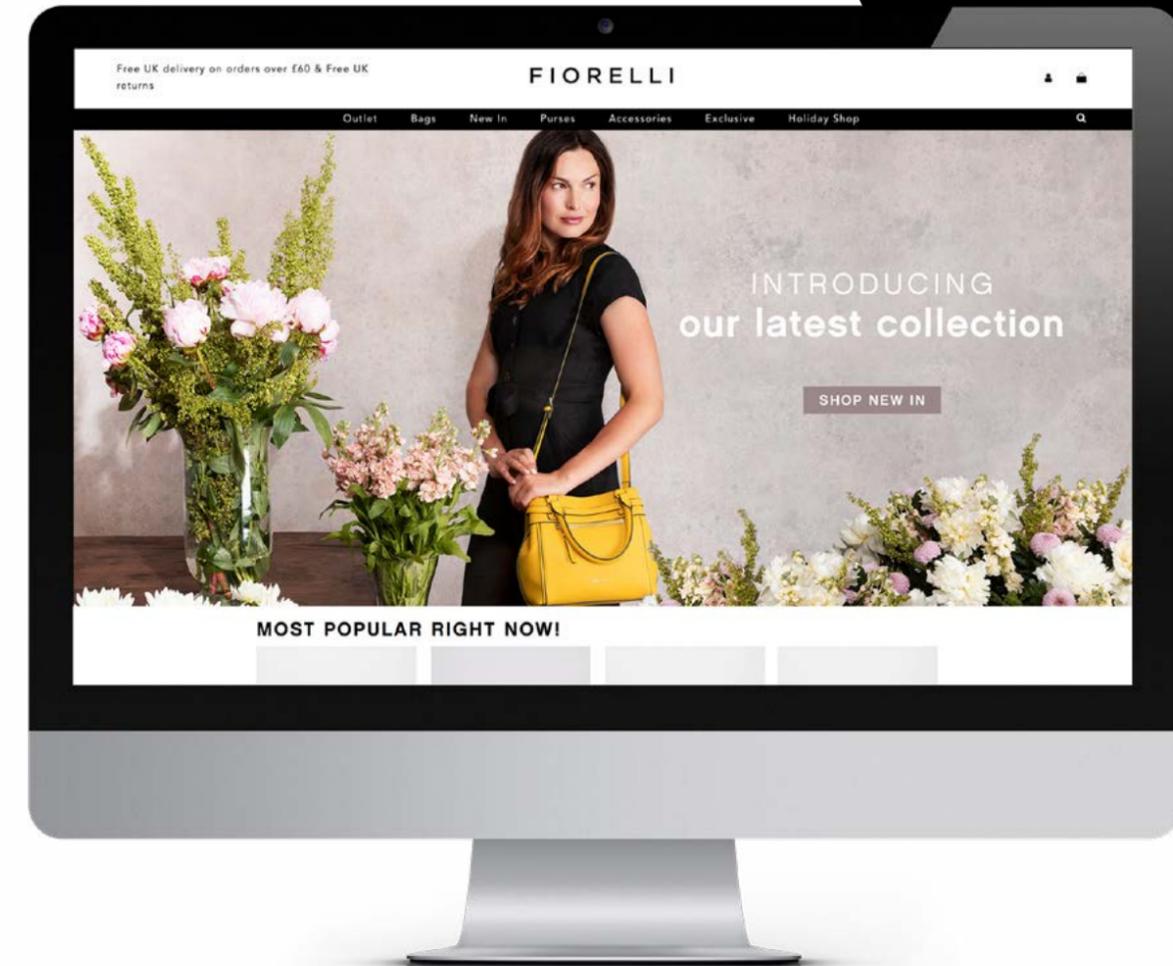
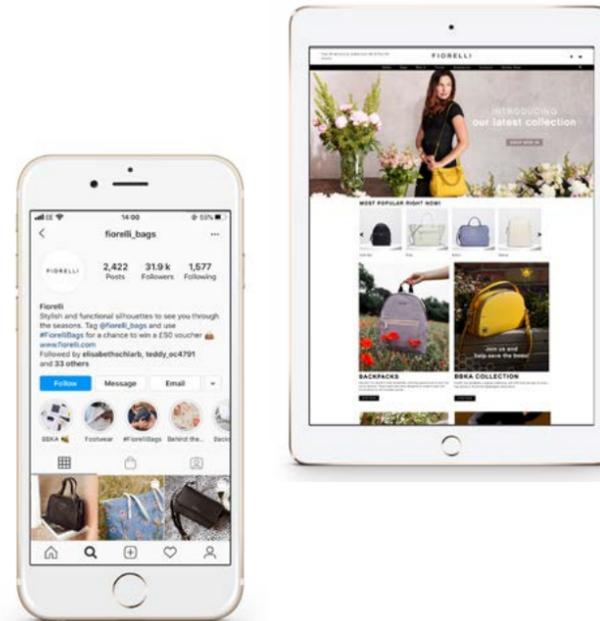
Over 75% of consumers research online before making a buying decision and 70% of transactions are completed on a mobile device.

 **32K**
FOLLOWERS

 **69K**
LIKES

 **8K**
FOLLOWERS

 **110K**
EMAIL DATABASE



FULL UPGRADE COMING SOON | PERSONALISED APPROACH | LOYALTY PROGRAMME | GLOBALLY ACCESSIBLE | INCREASED LIFESTYLE IMAGERY

Digital marketing SS21 strategy

Focused on enhancing the customer experience, driving engagement and creating more brand personality online

INVESTMENT

- Increased media spend on growth channels
- Implementing daily budget and ROI checks
- Setting bold ROI targets

TESTING

- Expanding our audience targeting
- Using smart search campaigns and automated bidding functions

CONTENT

- Producing more content than before
- Broadening the type of content we use
- Creating channel specific content

ENGAGEMENT

- Increased focus on personalisation
- Thumb stopping content
- Never losing sight of the customer journey

FIORELLI



The British Beekeepers Association

In March 2020 Fiorelli collaborated with the British Beekeepers Association to launch an capsule collection where we donated £10 of the sale of every bag. This launched exclusively on Fiorelli.com and John Lewis.

So far we have raised over £20K and the campaign has reached over 3.2 m people!

 **Bethanie Calvert** Just got this bag today! Absolutely beautiful
Like · Reply · Message · 2w

 **Author**
FIORELLI So pleased you like it Bethanie, thanks for helping us save the bees 🐝
Like · Reply · Commented on by Nicole Cottrell [?] · 1w

[View 1 more reply](#)

 **Kerry Walker** I've just brought this bag I can't wait to receive it as I love bees 🐝
Like · Reply · Message · 2w

 **Author**
FIORELLI We hope you love it Kerry! Thanks for making a purchase and helping us save the bees 🐝
Like · Reply · Commented on by Nicole Cottrell [?] · 1w



 **Clare Faulkner** I had my eye on these and my lovely partner secretly bought one for me! I received it today and LOVE it. Let's all help save the bees, in whatever way we can. ❤️🐝
Like · Reply · Message · 1w



LAUNCHING SEPTEMBER 2020

Recover

Fiorelli needs to expand with consumers and a more conscious way of living. As a brand we are committed to working towards a more sustainable future.

Fusing innovation with sustainability, Fiorelli is proud to launch Recover, a collection of versatile pieces made from recycled materials and ethically sourced fabrics. Each piece is designed to never be thrown away and we want to make you feel good about your outfit and your environmental impact.

As a fashion brand we know we have a lot more to do and are always working to do better across our whole business. We always seek to work with reputable and ethical suppliers globally and we are committed to the responsible sourcing of materials for all of our product.





INTRODUCING SS21

The Strategy

- Spring - Feb Delivery, Summer - Mar Delivery
- Present a reduced main collection made up of three categories:

THE ICONS

NEW CORE

SEASONAL MUST HAVES

- Focus on casual styling
- Exclusive Programmes
- Strong Print Story
- Expand Recover collection
- Ensure Creative and Responsible Innovation

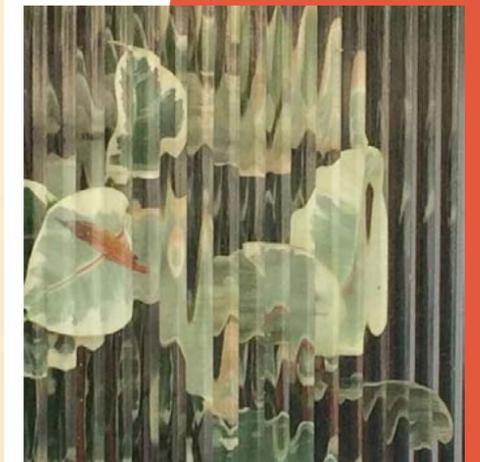
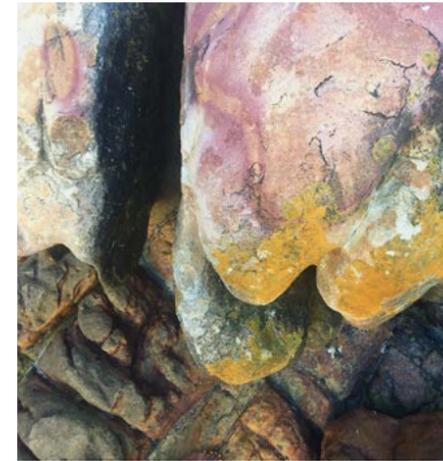
The Setting

PLAINS OF THE SERENGETI

Fiorelli SS21 - a celebration of different cultures coming together to co-create and find mutual understanding. A collection about luxury and globalism.

Inspired by the continent of Africa. SS21 is a visual feast of texture and colour clashes of hot deep cherry, earthy tans and khaki greens with fresh highlights of sorbet tones.

Continually striving to explore and understand our relationship with the natural world and sustainability we have dedicated our prints this season to the wilds of the Serengeti – enter 'Dash', a spin on the traditional leopard print and 'Savanna', adorned with African Flame Lilies and tropical butterflies. Finally we are excited to introduce our iconic 'Jungle' print, bursting with balmy vegetation that gently conceals creeping leopards among the grassland.



THE ICONS



NEW CORE



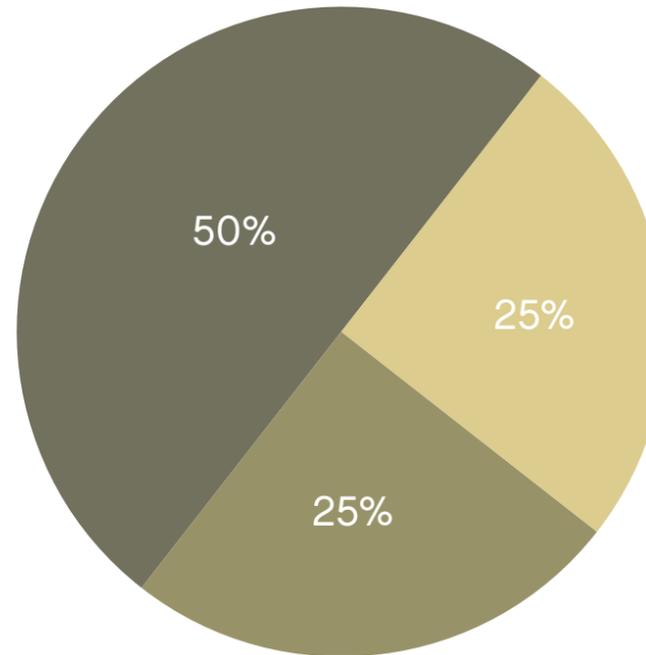
SEASONAL MUST HAVES





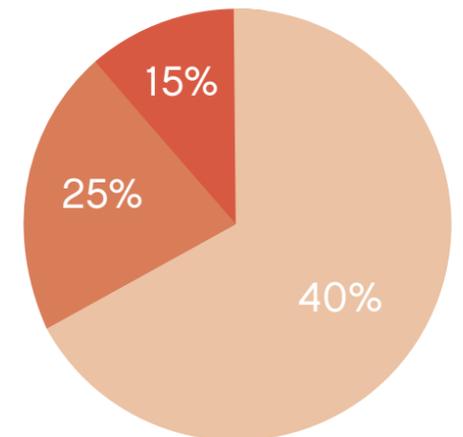
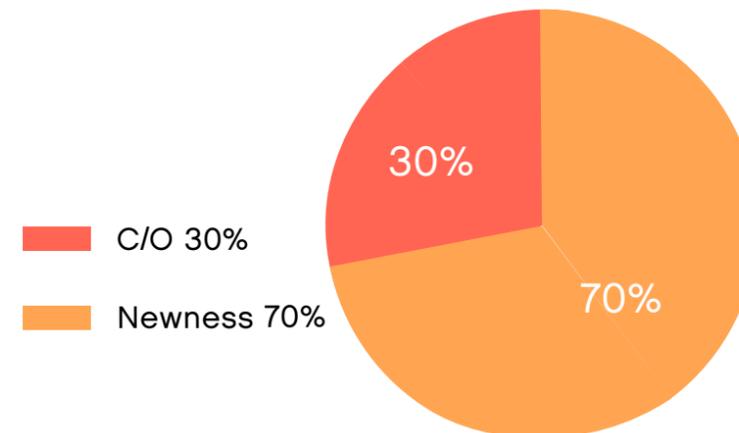
Range plan

- Icons 25%
- Core 50%
- Seasonal must-have 25%



SKUS	NOV	FEB	MAR	Total
HANDBAGS	35	47	54	135
PURSES	9	21	20	50
RECOVER	16	19		35
Total	60	40	74	220
	30%	40%	30%	

- Handbags 60%
- Purses 25%
- Recover 15%





The showroom





Key takeaways

- Elevating the Everyday/Product Designed for life on the move
- Collections with a unique market proposition that combines aspiration with accessibility
 - Recover capsule launching September 2020
 - Investment into Digital Marketing



Designed in London

SINCE 1988