



Hotel GUCCI

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IN 2015

82% VERSUS 75%

OF MILLENNIALS
TOOK VACATIONS

OF ALL U.S.
CONSUMERS

72% WOULD LIKE TO INCREASE THEIR SPENDING ON

EXPERIENCES
OVER PHYSICAL THINGS

[Lindsay, Stone & Briggs: Full service advertising agency](#)

MILLENNIALS ARE **TWICE AS LIKELY** TO SEEK ADVENTURE
THAN OTHER GENERATIONS



More luxury brands venture into hotel space -
LUXUO

[luxuo.com](#)



97%

PERCENT
SHARE THEIR EXPERIENCE
ON SOCIAL MEDIA
WHILE TRAVELING



Millennials: Forget material things, help us
take selfies

[cnbc.com](#)



Our Concept

Located in Florence, Italy, Gucci's birthplace, Hotel Gucci is a luxurious fashion hotel that immerses guests into the world of Gucci, featuring:

- Eclectic, romantic architecture, interior design, and art installations
- Conceptual suite styles (Ex: Suite Sylvie, Suite Dionysus, etc.)
- Gucci Decor & other exclusive Gucci products (Ex: Gucci Beauty, robes, totes, etc.)
- A Gucci Restaurant & Gucci Spa

Research



Secondary Research

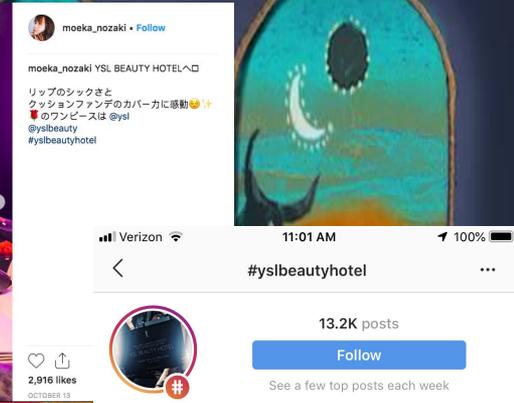
- **Luxury Hotel Consumers**
 - Customers are seeking unwavering quality: responsive employees and their ability to solve problems matter more to luxury consumers than price in repeat stays
 - More than any other sector, one-third of luxury guests are fully engaged, meaning they are emotionally attached to the brand
 - The look and feel are one of the most important qualities for luxury hotel guests in their stay
 - Amenities are to be expected and unique features set apart brands in the industry

*Research conducted by Gallup Poll

Secondary Research

● Social Media Enthusiasts

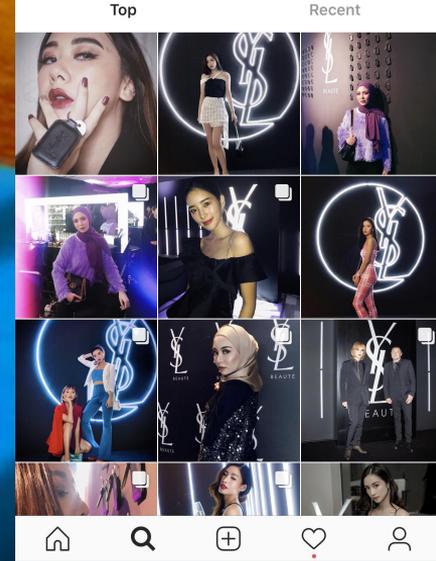
- The YSL Beauty Hotel is an Instagram pop-up exhibit that has found success in cities such as Paris, Hong Kong, and New York City.
- While the exhibit was not actually a hotel, the idea attracted many people to visit and share their experiences on social media.
- These posts and comments are examples of how much millennials are attracted to Instagrammable experiences.



michellejoan_ Great news guys! YSL Beauty Hotel is finally coming, ready to shower us with exciting immersive beauty experiences. And I already got my room key! Woohoo! #YSLBeauty #YSLBeautyID #YSLBeautyHotel #YSLBeautyHotelID

firnamaulia It's getting closer! D-3 everyone, who's excited for YSL Beauty Hotel?? Save the date, 10-11 November at @plaza_indonesia @yslbeauty

prestigeindonesia It's check in time! The most awaited event with immersive beauty experiences is coming to Jakarta. Have you got your room key?



Secondary Research

Social Media Enthusiasts:

- Millennials are attracted to Instagrammable experiences
 - Young adults spend more time on social media than any other age group, according to [CBS](#), and the amount of time spent on social media is increasing over the years.
 - The world has seen an increase in these [spectacle exhibitions](#) that have really taken on a new dimension online.
 - Previous generations could derive feelings of achievement and self-worth through career progression or spending power in a way that Generations Y and Z cannot, so many of us fill that void with [social media](#).
 - Instagram has now changed the way designers approach [cultural experiences](#).



Secondary Research

- Rivals
 - Luxury Hotels (specifically in Florence)
 - The St. Regis Florence
 - Villa Cora
 - Hotel Savoy (Rocco Forte Hotels)
 - Hotel Lungarno
 - Continentale

*Information from *Top Hotels in Florence: Readers' Choice Awards 2018* by Conde Nast

- Palazzo Versace Luxury Hotels
 - The world's first fashion-inspired hotel
 - Luxury accommodation
 - Locations in Australia (Gold Coast) and Dubai
 - Offers immersion into the Versace lifestyle
 - Exclusive Versace designs and fabrics
 - Versace boutique
 - Award winning restaurants

*Information from www.palazzoversace.com

Primary Research

- **Our Survey**

- We created a Google Forms survey and sent it out to individuals whom we believed fit the criteria for our target audience.
- The results gave us a better understanding of our potential consumer's travel habits and expected hotel experience.

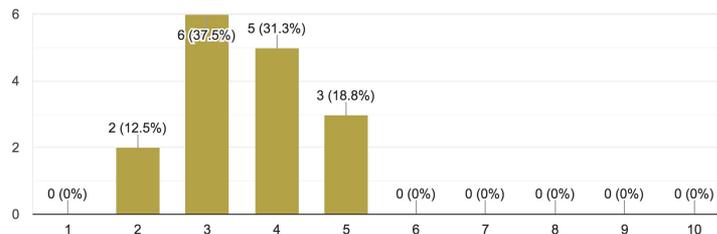
- **Our questions:**

- Where would you rather see “Hotel Gucci” thrive?
- How many times a year do you travel?
- When you travel, how many nights do you usually stay in a hotel?
- What are your favorite hotel(s) to stay at?
- How much are you willing to spend per night on a luxury hotel?
- What is your biggest concern when deciding which hotel to stay at?
- What do you think of our idea, “Hotel Gucci”?
- What would you expect from “Hotel Gucci”?
- What would you be most excited about from “Hotel Gucci”?

Primary Research

When you travel, how many nights do you usually stay in a hotel?

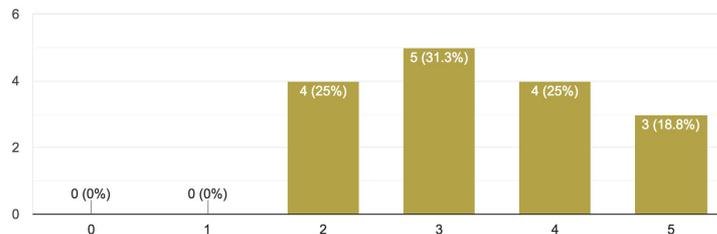
16 responses



3 nights

How many times a year do you travel?

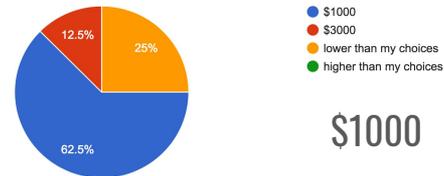
16 responses



3x a year

How much are you willing to spend per night on a luxury hotel?

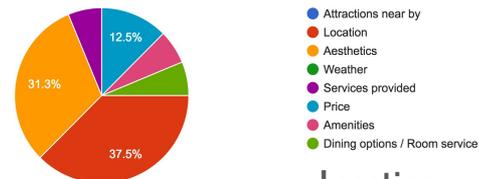
16 responses



\$1000

What is your biggest concern when deciding which hotel to stay at?

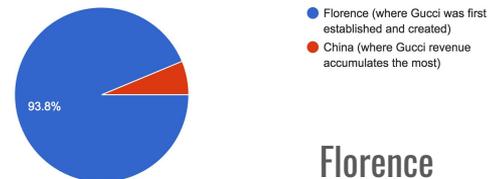
16 responses



Location

Where would you rather see Hotel Gucci thrive?

16 responses



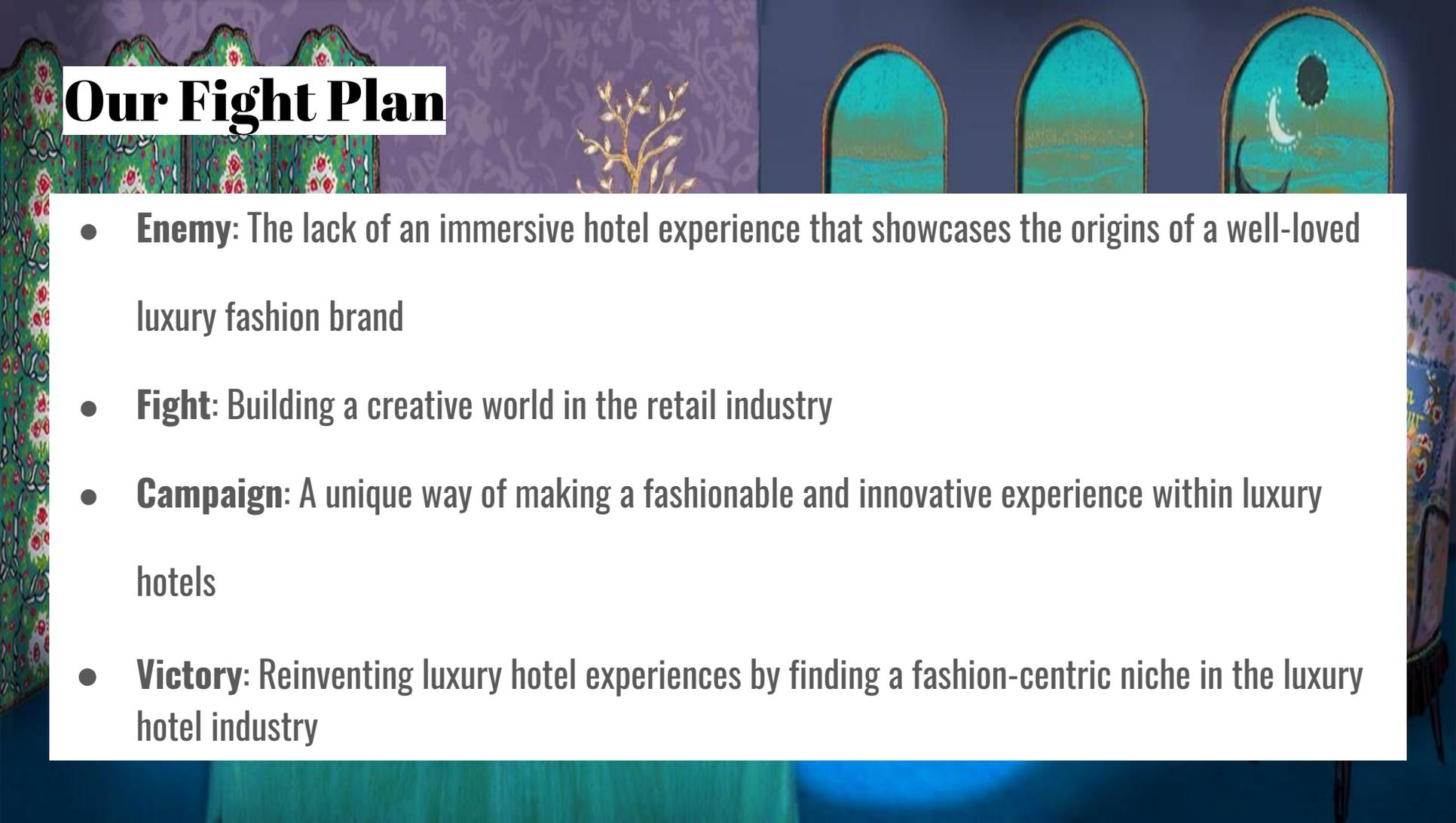
Florence

Primary Research

- What are your favorite hotel(s) to stay at?
 - Hilton, Four Seasons, Marriott
- What do you think of our idea, “Hotel Gucci”?
 - Most of our survey takers loved and encouraged the idea of a luxury hotel by Gucci but were hesitant about the high price--they were only willing to spend if the idea was executed well.
- What would you expect from “Hotel Gucci”? What would you be most excited about from “Hotel Gucci”?
 - Aesthetic hotel design that included Gucci Decor
 - Amazing staff/service
 - High quality meals
 - Exclusive Gucci products
 - A Gucci store

Target + Position

- Our target audience:
 - Social media-driven millennials (people aged 22-37 in 2018, according to [Pew Research](#))
 - Luxury travelers/fashionistas
 - Trendsetters, not trend followers, who crave something new, exciting, and unique.
 - They especially love high-end, luxury brands, value aesthetic and quality, and are willing to spend on experiential travel.
- Our Positioning Statement:
 - For experimental travelers who love high-end, luxury brands, Hotel Gucci is a sophisticated, aesthetic experience that provides an immersive new way to connect with the brand. Unlike other luxury hotels, Hotel Gucci incorporates the fashion world and a luxurious lifestyle into one place, becoming more than just a place to stay.



Our Fight Plan

- **Enemy:** The lack of an immersive hotel experience that showcases the origins of a well-loved luxury fashion brand
- **Fight:** Building a creative world in the retail industry
- **Campaign:** A unique way of making a fashionable and innovative experience within luxury hotels
- **Victory:** Reinventing luxury hotel experiences by finding a fashion-centric niche in the luxury hotel industry

Marketing Objectives

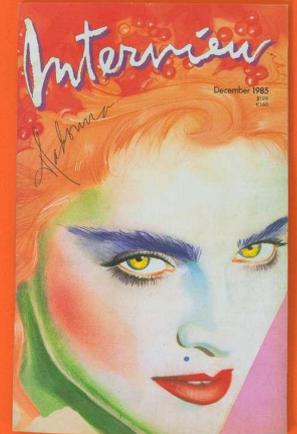
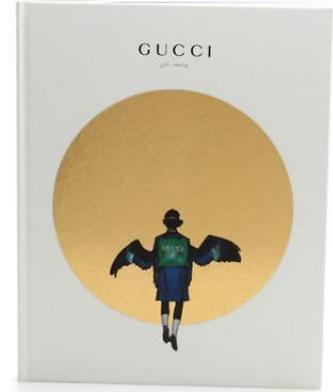
- Launch a new service
 - Gucci has always been experimental with their spaces, concepts, and so on. Launching a luxury hotel would add to all of the already successful projects they have created.
 - Ex. Gucci Garden: a popular space that features a store, exhibition space, and restaurant located in Piazza della Signoria, the main tourist-filled square
- Enter the luxury hotel market ---> Niche market
 - Gucci's presentation of this hotel will be different than others. Unlike other standard luxury hotels, it combines the fashion world and luxury travel. And unlike Palazzo Versace, Hotel Gucci's location is where the brand originated, allowing guests to fully immerse themselves into the world of Gucci and understand its rich history.
- Strengthen relationships with customers to ensure brand loyalty



*“People don’t go to Hotel Gucci to see Florence,
they go to Florence to see Hotel Gucci.”*

Brand Strategy

- Gucci customers know what Gucci delivers, and they're looking for the brand's values and aesthetics in our hotel experience. Gucci's current brand strategy ensures even non-Gucci customers are familiar with the brand, and can be drawn in.
 - Emotional investment in the brand
 - Strong brand personality
 - "We can decide to become who we are." Alessandro Michele
- Customers are acquired through Gucci itself (shopping in house for one), social media strategy and viewing others experience the hotel, PR strategy that spreads the word through our fashionista's trusted sources e.g. *Vogue*, and the premium mailers Gucci customers are fond of.
- We can charge a premium (starting at \$500/night) because our market understands why we are better and are willing to pay for it.



Brand Identity Direction

- Remain authentic to current Gucci Brand Identity to maintain customer loyalty and trust
 - High-quality Italian craftsmanship, innovative, influential, bold
 - Reflected in Gucci customers: eclectic, contemporary, romantic
 - Gucci's brand identity creates a personal relationship with their customers

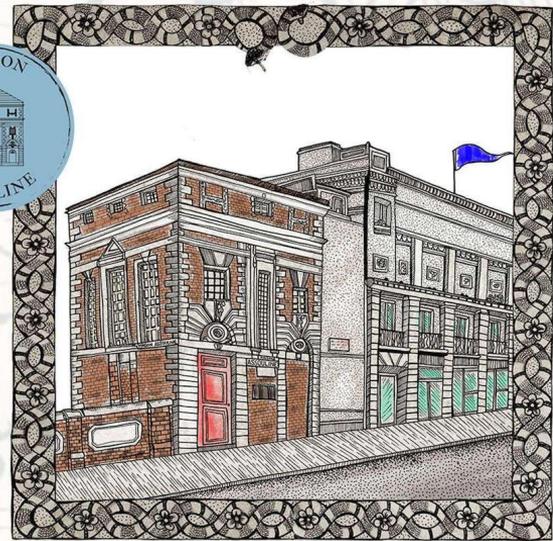


GUCCI



Mapped from curious corners of the world, a lineup of special locations that hold a cultural connection to the House, revealing extraordinary beauty and spellbinding stories.

Expanding Gucci Places



The Dapper Dan Atelier Studio

NEW YORK CITY, NEW YORK

EXPLORE



Gucci Garden

FLORENCE, ITALY

EXPLORE



Castello Sonnino

MONTEPERTOLL, ITALY



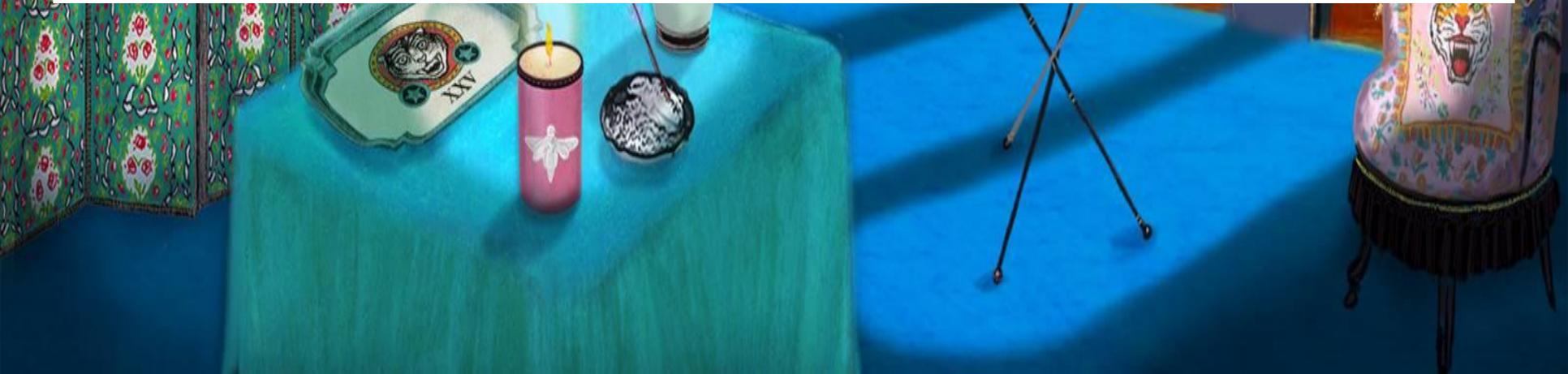
Creative Direction

- Reflective of progressive vision of Gucci's current **Creative Director, Alessandro Michele**
 - “In Italian, we can say that beauty is something that you create—that you create the illusion of your life,” he said. “It is to believe in something that doesn't exist, like a magician, or a wizard.” He went on, “I was thinking over the past few days that the purpose of fashion is to give an illusion. I think that everybody can create their masterpiece, if you build your life how you want it. Just to create that illusion of your life—this is beautiful.”
- According to ***Forbes***, Gucci alone makes up 39% of Kering's corporate revenues, and 57% of its Luxury Activities segment, plus 50% of the brand's revenues comes from Millennials.
 - Extending our Creative Direction into this realm of Luxury Activities that Millennials in particular will be intrigued by



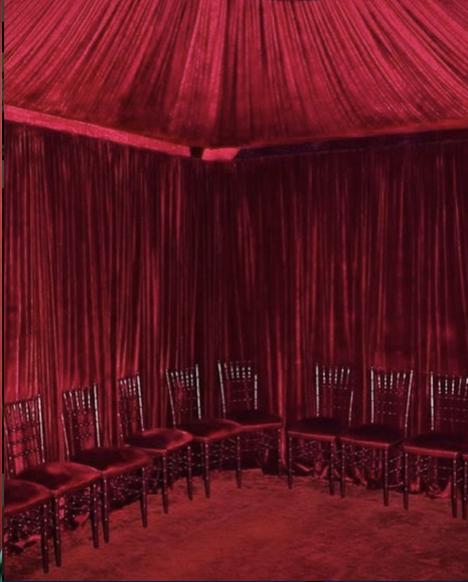


Interior Design











Hotel Gucci Launch

- Opening doors with Creative Director Alessandro Michele, Gucci ambassadors, and invite-exclusive guests
 - Guest list: A\$AP Rocky, Rihanna, Beyonce and Carter Family, Lana Del Rey, Florence and the Machine, Dakota Johnson, Harry Styles, etc.



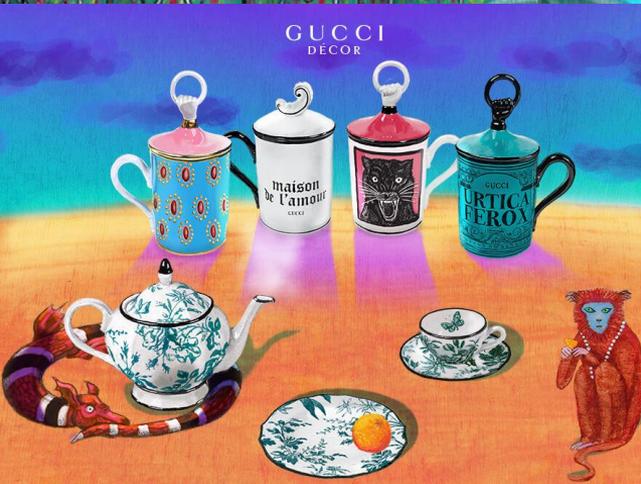
Concept of Hotel Gucci Gala

- The event will take place the evening of the pre-launch, at Hotel Gucci's exclusive invite-only gala, featuring performances by Lana Del Rey, Florence + the Machine, and Harry Styles.
 - The concert will be held within the hotel in one of the atrium ballrooms.
- Exclusive dinner party, guests are allowed to stay the night in the hotel
- Here, we not only get our own media with the help of hired professional photographers, but also earned media from the guests.
- Main Goal: Engagement



Exclusive Offers: The Gucci David and More

- Porcelain David dolls dressed in Gucci attire
- For every visit, each guest receives a new David Doll (featuring changing, seasonal attire)
- Each room will have dressing room-sized closets filled with garments/accessories for each season (Exclusive to the hotel and remains in the hotel)
- Wet bar in each room with Gucci tea sets and fine teas



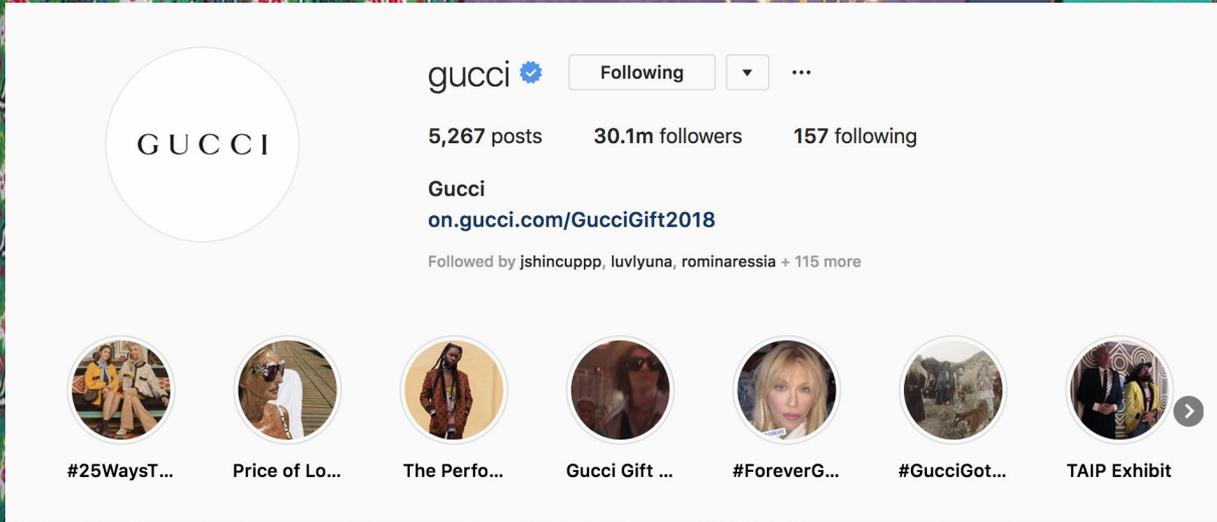
Communication Plans

(1) Social Media Campaign

(2) Press Release



Instagram (@gucci)



gucci  Following  ...

5,267 posts 30.1m followers 157 following

Gucci
on.gucci.com/GucciGift2018

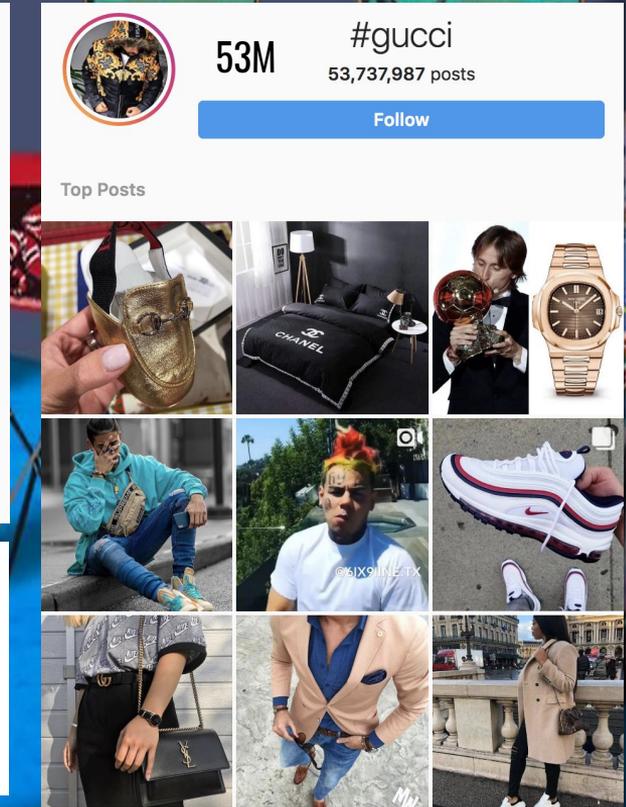
Followed by [jshincuppp](#), [lullyuna](#), [rominaressia](#) + 115 more

#25WaysT... Price of Lo... The Perfo... Gucci Gift ... #ForeverG... #GucciGot... TAIP Exhibit

According to Harper's Bazaar, as of May 2017, fashion brands with most followers on Instagram were:

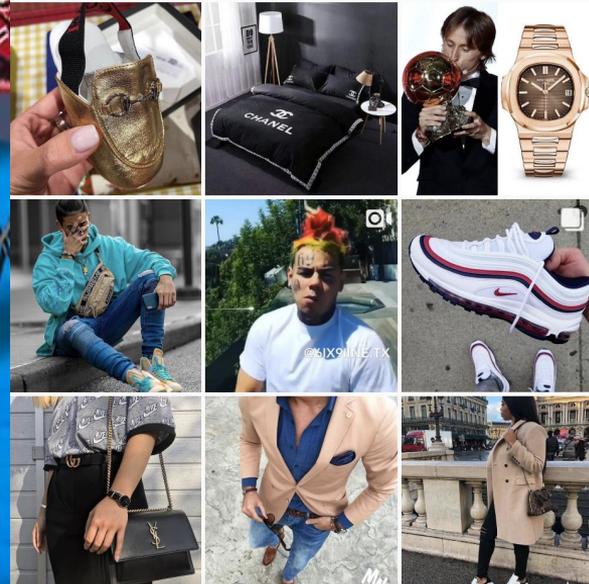
1. Chanel: 27.6M -> now 31.5M (↑3.9M)
2. Louis Vuitton: 23.8M -> now 28.4M (↑4.6M)
3. Gucci: 23.8M -> now 30.1M (↑6.3M) **became #2**

As of December 12, 2018, Gucci is a fashion brand with **2nd most followers** on Instagram



 **53M** #gucci
53,737,987 posts
[Follow](#)

Top Posts



Communication Plans (1): Social Media Campaign

- **Gucci Hotel 2019 Campaign**
- Composed of a video and photos
- Social Media:
Instagram, Facebook, and YouTube
(both sponsored and owned)
- Gucci website & Gucci stores
- Pre-launch
- Models embodying Gucci lifestyle at the Gucci Hotel
- Main Goal: to introduce the new hotel and bring excitement



Communication Plans (2): Press Release

- Media Outlets:
 - Fashion and lifestyle magazines including *Vogue*, *Business of Fashion*, *WWD*, *Porter*, *The Cut*, *Coveteur*, etc.
- Pre-launch
- Key Information: date, location, concept, etc.
- Goal: to earn media coverage

GUCCI

GUCCI ANNOUNCES OPENING OF NEW HOTEL GUCCI

For Immediate Release

Florence, Italy - December 12, 2018 - Gucci is pleased to announce the grand opening of Hotel Gucci, its new luxury fashion hotel, located in the brand's birthplace of Florence, Italy. The hotel's design will be reflective of the progressive vision of Gucci's current Creative Director, Alessandro Michele, and will remain authentic to Gucci's current identity. The fashion house is following the success of its Gucci Garden, a popular space that features a store, exhibition space, and restaurant located in Piazza della Signoria.

For experimental travelers who love high-end, luxury brands, Hotel Gucci is a sophisticated, aesthetic experience that provides an immersive new way to connect with the brand. Unlike other luxury hotels, Hotel Gucci incorporates the fashion world and a luxurious lifestyle into one place, becoming more than just a place to stay.

"In Italian, we can say that beauty is something that you create—that you create the illusion of your life. I think that everybody can create their masterpiece, if you build your life how you want it. Just to create that illusion of your life—this is beautiful," Michele said. Hotel Gucci immerses guests into the Gucci masterpiece, allowing them to create the life they've always wanted.

The hotel will feature romantic architecture, eclectic art installations, conceptual suite styles with Gucci Decor, and a Gucci Restaurant and Spa. Every visit, each guest will receive an exclusive porcelain David doll dressed in seasonal Gucci attire. This unique and exciting immersion into the world of Gucci is sure to draw in both social media enthusiasts and luxury hotel lovers alike.

People won't go to Hotel Gucci to see Florence, they'll go to Florence to see Hotel Gucci.

GUCCI

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands, with a renowned reputation for creativity, innovation and Italian craftsmanship.

Gucci is part of the Kering Group, a world leader in apparel and accessories that owns a portfolio of powerful luxury and sport and lifestyle brands.

For further information about Gucci, visit www.gucci.com.

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Thank you!