

PROGRAMME

FIRST DAY: 23rd of July

Start 9:30 am

Segment 0

The “fundamentals of the method: Consumers lifestyle segmentation”: introduction to the lifestyle segmentation of global consumers, how to explore the major impact of the globalization of style and consumers’ lifestyle behaviors.

Segment 1

Style Share & Trends: The presentation of Quadrifoglio’s 2018 style survey will show the evolutions of style and highlight trends in the global and local market.

Segment 2

Style Prospect & Brand Positioning: Participants will learn how to define the style positioning of a retail concept. In addition, input will be given on how to prospect a style survey in the local market to assess the best business opportunities. KPIs to benchmark on relevant competitors.

Segment 3

Style Pyramid & the Meaning of Fashion: The group will learn how to interpret style from traditions to the utmost trendy evolutions anticipating consumers’ needs and aspirations. What fashion means to the different lifestyles.

Segment 4

Style Time-Line: how to organise the space allocation based on a lifestyle shopping experience.

Segment 5

Color Planning: Introduction to a rational method of how to plan colours by group and facilitate efficient in-store re-merchandising.

Segment 6

Vocabulary: This segment gives participants the common language necessary to fine-tune the team.

Segment 7 first part

Merchandise & Buying Process, the Hierarchy of Planning: 10 steps to implement a fully integrated merchandise planning & buying process which improves the efficiency & profitability of the business by increasing sales and margins with less inventory and higher sell through.

End 6 pm

SECOND DAY: 24th of July

Start 9:30 am

Segment 7 second part

Merchandise & Buying Process, the Hierarchy of Planning: second part + focus on how to buy market brands while implementing Quadrifoglio buying process efficiency.

Segment 8

Buying Strategy, Scouting & Sourcing: how to better allocate the seasonal budget to increase sales with less inventory and different lead-times. Introduction to the fast fashion business model with focus on “made in Italy” work flow. Insights on lifestyle scouting and sourcing principles.

Segment 9

Visual Merchandising and lifestyle marketing: the fundamental principles of lifestyle communication to exceed customers’ expectations improving their multi-sensorial shopping experience.

Segment 10

Implementation programme: to-do list to kick off the method and implement the new lifestyle retail business model.

Open Forum

Closing & Certificates

End 6 pm

Breaktimes

Coffee break : 10:30 am

Light lunch : 1:00 pm

Coffee break : 3:30 pm