

IT'S SHOW TIME

SENSES OF STYLE

THE PRODUCTION

Create a critically acclaimed production for the consummate showman, Giorgio of the giorgio collection, for the grandest theatrical performance of his career during the International Home Furnishings Show in High Point, NC.

Orchestrate a move from his existing 3,000 square feet of showroom space to a new venue with over 10,000 square feet. It's like moving from the Broadway address of the International Home Furnishings Center to an elite location that some of the establishment might consider off-Broadway.

Position the brand as larger than life and on par with the big boys.

Increase distribution and develop new markets.

THE CRITICS

SQUASH the naysayers whose comments were along the line of this vernacular:

"Moving out of the design center is a kiss of death."

"He's not one of the big boys. He won't make it."

Our response was

*"Oh yeah!
Well, you just
wait
and see!"*



SCRIPT OVERVIEW

The story goes kinda like this: Underdog rises to the top. David conquers Goliath.

The script was comprised of this plot line: an eccentric talent who boldly debuts his non-conforming design through his non-corporate company and gets everyone to take notice.
It's all glamour. All glory.

Act I: Set the stage for the grand production.

Act II: Strategize a way to build anticipation, arouse the senses and establish exclusivity with minimal resources. We're talking minimal.

Act III: Structure a public relations campaign that will generate national and international coverage.

Act IV: Get the top furniture retailers and the industry "Bill Gates" in the door to buy, buy, buy.
A continuation of Act II.

Act V: Celebratory finale.

ACT ONE : STAGE

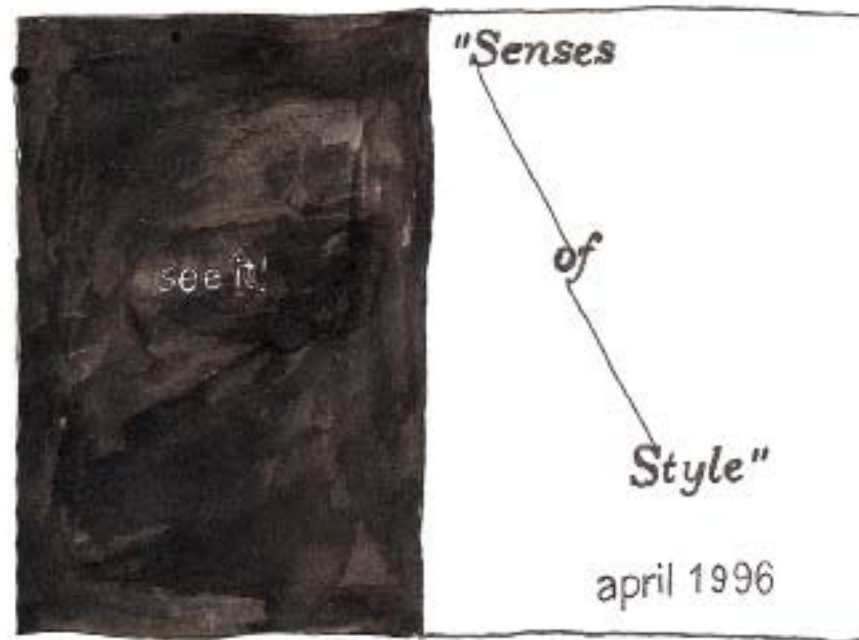
BUILD ROME, aka the stage, in a day with utmost secrecy. Bring in new collections and style each collection with the industry cutting-edge approach of lifestyle gallery presentations.



By the way, nearly everyone told him that he was crazy for showing his products this way. About ten years later, based upon consumer preferences that Giorgio understood, the industry slowly started to follow his ballyhooed example.

ACT TWO : STRATEGY

STRATEGIZE a way to build anticipation, arouse the senses and establish exclusivity with minimal resources. We're talking minimal. But, I had imagination and that was by no means operating on a minimal scale.



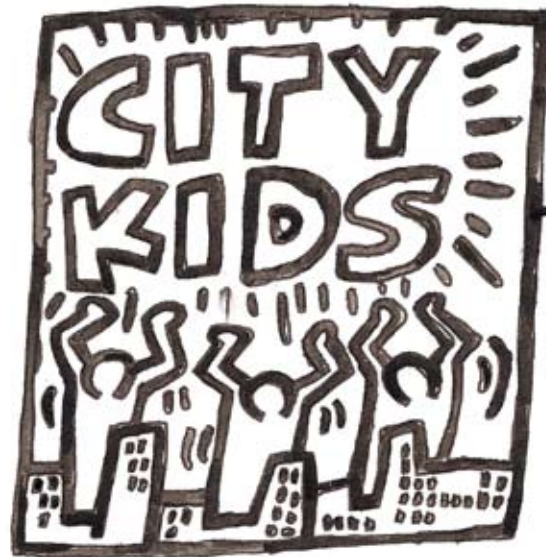
The simple, primarily black and white teaser direct mail campaign was genius. Each was sent separately without any logo or return address. Recipients were scrambling to decode the mailers. They were calling incessantly trying to get an answer. We played stupid and allowed the power of intrigue, mystery and illusion work its magic for a standing-room only crowd.

ACT THREE : PRESS

OUR GOAL was to be the talk of the town and essentially that year's market.

We built a pr campaign that included an interactive invitation to attend a press conference. The invitation featured a black/white rendition of one of Giorgio's new coveted designs.

In the press kit, we emphasized the company's collaboration with a well-known, children's art charity, CityKids, based in New York. At that time, Demi Moore was the spokesperson. That market weekend, a nationally televised special about CityKids aired. Talk about timing!



Tying in the charity to the overall market opening was a huge success from generating support from patrons, media and the community at large. The charity benefited with a sumptuous financial contribution and an increased base of support.

ACT FOUR : ATTENDANCE

Get the top furniture retailers and the industry "Bill Gates" in the door to buy, buy, buy.
A continuation of Act II.

The blind teaser campaign worked! Invited guests called incessantly, they attended daily! Even the industry's "Bill Gates" figure. He came by every night during market – an unheard of behavior. Perhaps the champagne and hors d'oeuvres sweetened the deal.

Patrons also purchased more T-shirts in order to raise more funds for CityKids.

ACT FIVE : CELEBRATE

MOST IMPORTANTLY, we couldn't keep up with the sales orders for collections from dealers worldwide. We increased distribution and expanded the exclusive dealer base.



CIAO!