



# STONE ISLAND

## MISSION STATEMENT:

"Destined to become a symbol of extreme research in fibres and textiles, applied to an innovative design, it is known as the brand that's redefined the common understanding of sportswear." (Stone Island, 2021)



# BRAND STRATEGY

## OUR VISION

To maintain the culture of **research** and **experimentation** in fibres and textiles, applied to an **innovative design** (Stone Island, 2021); to become the **market leader** of high-tech apparel for 16-30 year olds.

## GENERIC STRATEGY

Differentiation (Porter, 1985)

## STRATEGY PROCESS (MONTHS)



■ Concept generation ■ Research ■ Product Development ■ Design ■ Launch

## STRATEGIC OBJECTIVES

### DEVELOP A 'HIS AND HERS' COLLECTION

Enter womenswear & unisex market (his, hers and unisex items)

### EXECUTE STRATEGIC PRIORITY OF 'CONTINUOUS INNOVATION' IN DESIGN (Arakcheyeva et al., 2021)

Continue technological fabric innovation



# BRAND CONCEPT



## THE CONCEPT

1. **HIS & HERS RANGE: AW21/22**  
(his/hers/unisex items)
2. **CATER TO FEMALE**  
**DEMOGRAPHIC** without  
compromising signature style
3. **ENTER UNISEX CLOTHING**  
**MARKET**- "gender neutral  
clothing is the future"  
(Bloomberg, 2019)
4. **CONTINUE TECHNOLOGICAL**  
**FABRIC INNOVATION**
5. **MARKET LEADER** of high-tech  
apparel in menswear,  
womenswear and unisex market  
for 16-30 year olds

HIS



HERS



UNISEX



## OUTFIT 1

# BRAND CONCEPT



HIS



### SHELL JACKET

**FABRIC:** 82% Polyamide, 18% Elastane

#### DETAILS:

- Light, high-performance fabric with a clean appearance using fine denier microfiber nylon yarns
- Wind and water resistant
- Waterproof zips
- Two ways zip fastening
- Drawstring in bottom hemline

UNISEX



### CROPPED SHELL JACKET

**FABRIC:** 82% Polyamide, 18% Elastane

#### DETAILS:

- Light, high-performance fabric with a clean appearance using fine denier microfiber nylon yarns
- Wind and water resistant
- Waterproof zips
- Two ways zip fastening
- Drawstring in bottom hemline
- Removable sleeves
- Utility pockets

HERS



### CARGO TROUSERS

**FABRIC:** 100% Cotton

#### DETAILS:

- Statement utility pockets
- Welt pockets behind utility pockets
- Snap flap side and back pockets
- Button and zip fastening
- Belt loops



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**Aligns with brand vision**

**Aligns with brand culture of "unceasing innovation" in design (Mosca, 2018)**

**Increased customer perception and value in new and existing markets** – stands out in menswear, womenswear and unisex market through differentiation in fabric, dye and treatment experimentation using "advanced technology, experience and human capacity" (Stone Island, 2021)