

# MARCIANO

GUESS

**TECHNICAL PRESENTATION**

PRE FALL 2016

WOMAN LINE

# FOCUS ON DRESSES

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SALES RESULTS: + 15% increase on sales  
Core categories for woman line  
35% of entire business

INVESTMENT CATEGORY: Iconic  
Best seller  
Reflect DNA glamour  
Embody femininity

NOVELTY: New fabric qualities  
Easy to wear

PRICE: Best price range from €149 to €189

FUNCTION OF USE: Day work  
Day smart  
Ceremony  
Going out  
Special occasion

} From day to night  
From desk to dinner

# FOCUS ON DRESSES

63G725/8021Z  
Stretch Leather



- Best fit from PS16
- Best seller in each Country
- New iconic pencil dress
- Sexy second skin
- Top premium quality

PRICE € 529,00


COLORS:   

63G748/8047Z  
Braided Eco Leather



- Textured more valuable ecoleather
- Mix fabric: chiffon skirt
- Feminine, fluid, fit & flare

PRICE € 199,00

COLORS:  One colour only

63G744/8067Z  
Crepe Black & White



- Younger shape
- Easy to wear color blocking
- Mix fabric: popeline shirt top, bottom in crepe

PRICE € 169,00

COLORS:  

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# FOCUS ON DRESSES

63G730/8025Z

Lace Sateen



- Light stretch sateen to highlight the body
- Lace detail in contrast color
- Iconic shape
- Crossed shoulder straps

PRICE € 209,00

COLORS:   

63G739/8026Z

Silk Chiffon



- Precious fabric
- Looser shape
- Long sleeves
- Light gold chain as detail

PRICE € 189,00

COLORS:    

63G754/6370Z

Stretch Lace



- Stretch comfort lace
- Best seller in every season
- Pencil dress iconic shape
- Excellent value for money

PRICE € 159,00

COLORS:    

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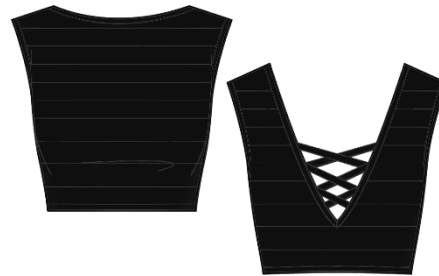
# FOCUS ON BANDAGE

## SALES RESULTS:

Top category with highest order for style  
Top category in sell-out (75% before sales)  
Impeccable quality performance

## NOVELTY:

Wider offer  
Extend the bandage knit to other product categories  
Like skirt and tops



We have introduced another kind of yarn as well, to give a new lighter proposal and in an interesting special open price €139,00

## FUNCTION OF USE:

Not only occasion specific but also daily

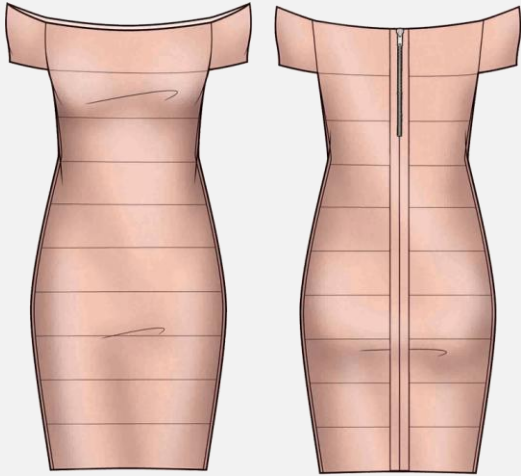
## PRICE:

From €159,00 to €219,00 open price €139,00

# FOCUS ON BANDAGE

## ICONIC YARN

63G722/5437Z  
Bandage dress



- Boat neck
- Easy to wear
- Pencil dress

63G720/5437Z  
Bandage dress



- Nex peplum shape with straps
- Feminine
- Iconic charme

63G508/5437Z  
63G707/5437Z Set me up



- Crop top sleeveless
- Sexy braided stripes on the back
- Pencil skirt
- Braided stripes on the side
- Combined together "Strong Trend"
- We can sell them separately

PRICE € 159,00

COLORS:

PRICE € 219,00

COLORS:

PRICE TOP € 119,00 – SKIRT € 149.00

COLORS:

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# FOCUS ON BANDAGE

## LIGHTER VERSION

63G723/5437Z  
Crossed straps



- Pencil dress
- Refined tonal stripe detail
- Value for money

PRICE € 139,00



COLORS:   

63G745/5214Z  
Pencil jacquard



- Pencil dress
- Jacquard abstract print detail
- From desk to dinner

PRICE € 139,00

COLORS:  

63G746/5437Z  
Bandage mid length



- ¾ sleeves pencil dress
- Mid length
- Rigorous hyper-feminine
- Cross detail at front

PRICE € 219,00

COLORS:   

63G510/5437Z  
Body



- Trendy touch
- Versatily

PRICE € 129,00

COLORS:     

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# FOCUS ON PRINTS

SALES RESULTS:

SS16 20% DRESSES CATEGORY ARE PRINTED  
FUNDAMENTAL SEGMENT OF COLLECTION



Adopted Iconic Shapes



Easy to Wear



# FOCUS ON PRINT

## RAINBOW FLOWER

### DIGITAL PRINT

63G728/8022Z  
Long dress



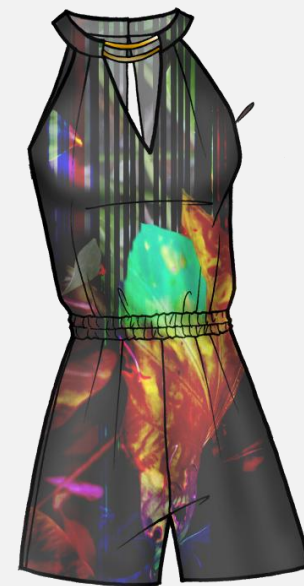
63G101/8022Z  
Palazzo pant



63G409/8022Z  
Blouse



63G827/8022Z  
Romper



PRICE € 269,00

COLORS:  One colour only

PRICE € 169,00

COLORS:  One colour only

PRICE € 139,00

COLORS:  One colour only

PRICE € 149,00

COLORS:  One colour only

# FOCUS ON PRINTS

## ABSTRACT BLACK & WHITE

### HAND MADE BRAIDED DETAILS

63G734/8028Z

Long sleeves fit&flare  
dress



PRICE € 189,00


COLORS:  One colour only

63G407/8028Z

Long sleeves wrapping  
shape blouse



PRICE € 149,00

COLORS:  One colour only

63G735/8028Z

Fit&flare halter dress



PRICE € 149,00


COLORS:  One colour only

63G457/8028Z

Peplum top



PRICE € 99,00

COLORS:  One colour only

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# FOCUS ON TAILOR MADE

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## SALES RESULTS:

SS16 + 18%

Ceremony, special occasion and day use

## NOVELTY:

Explore new silhouettes

Improvement on fabric qualities

Wide proposal for each groups

## OFFER:

4 main groups of structured woven:

- Heavy dressy crepe
- Ponte
- Technical fabric
- Pinstriped crepe

## FUNCTION OF USE:

Day work - day special – ceremony/going out

## PRICES:

- { Heavy dressy crepe – entry price (€99 to €209)
- { Pinstripe
- { Ponte
- { Technical fabric – medium price (€119 to €269)

# FOCUS ON TAYLOR MADE

## THE PONTE

- The most iconic
- Shaping but comfort formula
- Revised texture and shapes
- Fashion oriented

63G300/6357Z

Bolero



63G736/6360Z

Bustier pencil dress



63G706/6360Z

Pencil skirt



63G138/6660Z

High waist skinny pant



PRICE € 219,00

COLORS:  One colour only

PRICE € 159,00

COLORS:  One colour only

PRICE € 129,00

COLORS:  One colour only

PRICE € 149,00

COLORS:  One colour only

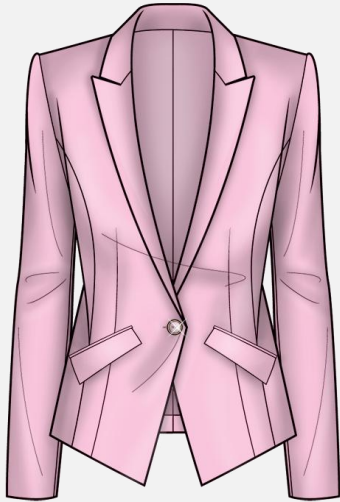
# FOCUS ON TAILOR MADE

## THE TECHNICAL FABRIC

### DRESSY DAY

- Best seller always
- Strong value for money

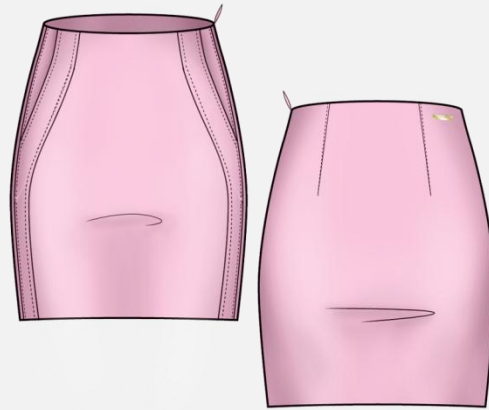
63G200/7804Z



PRICE € 249,00

COLORS:

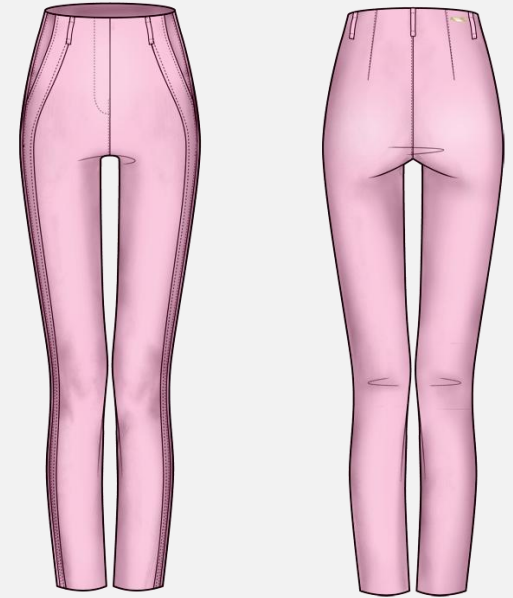
63G701/7804Z



PRICE € 119,00

COLORS:

63G130/7804Z



PRICE € 139,00

COLORS:

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# FOCUS ON TAILOR MADE

## THE TECHNICAL FABRIC

### DRESSY NIGHT

63G201/7804Z



PRICE € 269,00

COLORS:  One colour only

63G132/7804Z



PRICE € 159,00

COLORS:  One colour only

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# FOCUS ON TAILOR MADE

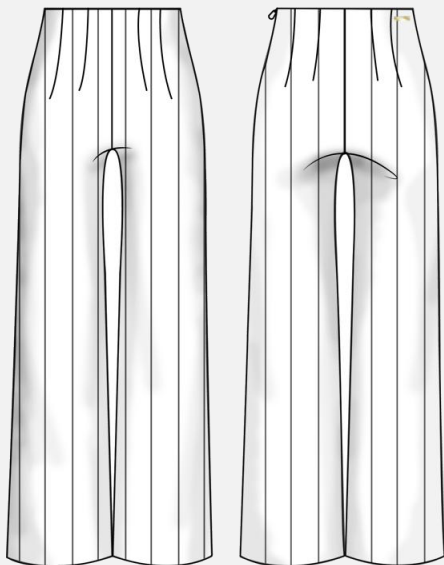
## THE PRINTED PINSTRIPE CREPE

“WHERE THE MASCULINE WORLD MEETS THE FEMININE CHARME”

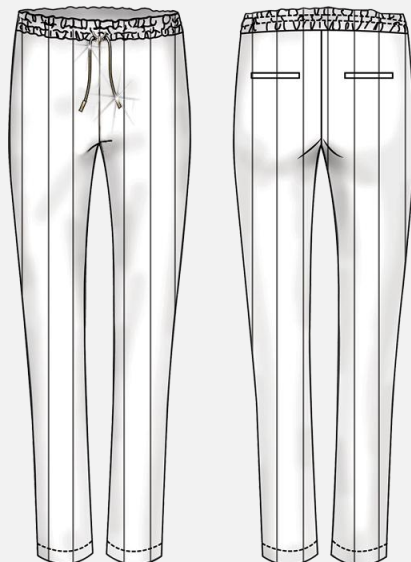
STRONG TREND

- Good value for money
- New Contemporary silhouettes

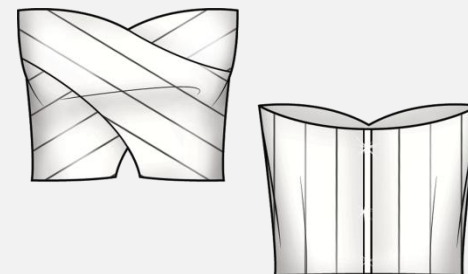
63G133/8020Z Palazzo pant




63G139/8020Z Jogging pant



63G451/8020Z Crop bustier




PRICE € 139,00


COLORS:  One colour only

63G133/8019Z SOLID VERSION

PRICE € 129,00

COLORS: 

PRICE € 149,00

COLORS:  One colour only

63G139/8019Z SOLID VERSION

PRICE € 139,00

COLORS: 

PRICE € 119,00

COLORS:  One colour only

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# FOCUS ON TAILOR MADE

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## THE HEAVY CREPE

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- CONTEMPORARY TASTE/FASHION NEW
- MIX FABRIC
- VERSATILITY IN USE
- WIDE OFFER
- OPEN PRICE GROUP
- HIGHT VALUE FOR MONEY

# FOCUS ON TAILOR MADE

## THE HEAVY CREPE

63G724/7938Z

Jumpsuit



- Gold detail of the collar
- Halter shape
- Special occasion
- Day special

PRICE € 189,00

COLORS:  

63G280/7938Z

Vest



- Mix fabric
- Crepe + chiffon
- To be matched with dress or pant
- Easy to wear

PRICE € 179,00

COLORS:  

63G190/7938Z

Skort



- Younger proposal
- Best seller shape

PRICE € 99,00

COLORS:  

63G450/7938Z

Top



- Peplum shape sateen detail
- Ceremony
- Special occasion

PRICE € 139,00

COLORS:  

In the same fabric we also have:

entry price BLAZER € 209,00

Looser shape,  $\frac{3}{4}$  sleeves, perfect to wear at the beginning of the season

Mid flare PANT € 129,00 best seller shape.

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# FOCUS ON OUTERWEAR

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SALES RESULTS:	+ 70% increase on sales 3° Category in Summer and Winter season
INVESTMENT CATEGORY:	Quality Good execution Versatility
FUNCTION OF USE:	From day to night

# FOCUS ON OUTERWEAR

63G356/8017Z

Coat



- Dressy fit
- Masculine/feminine glamour
- Stretch technical fabric

PRICE € 299,00

COLORS:  

63G355/8058Z

Trench



- Fit & flare trench
- Romantic & rock
- Textured fabric and eco leather details

PRICE € 339,00

COLORS:  

63G391/8038Z

Real leather item jacket



- Peplum jacket with light gold zipper
- Leather as a second skin

PRICE € 399,00

COLORS:  

63G390/8053Z

Carry over biker jacket



- Carry over biker jacket
- Luxury
- Embossed python leather

PRICE € 419,00

COLORS:   

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