

ROSA FAIA
BEAUTYFULL

#THEGREATABBY

CAMPAIGN OVERVIEW



www.RosaFaia.com/abby

INTRODUCING ABBY



INSPIRATION
PAGE 3



THE RANGE
PAGES 4-8

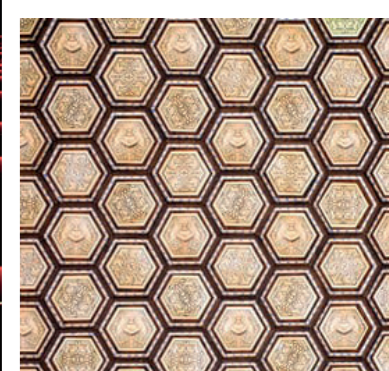
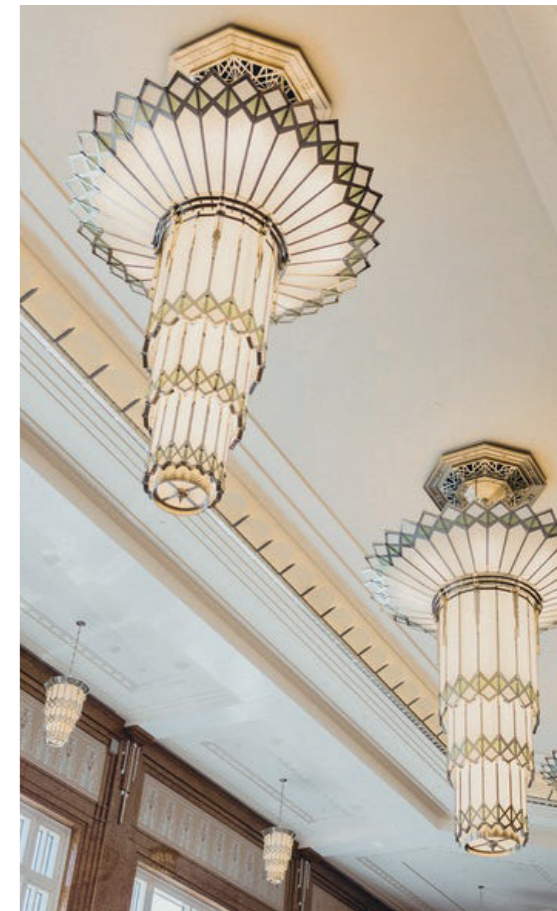


MARKETING
PAGES 9-15

INSPIRATION

#THEGREATABBY

Abby – the new Rosa Faia range complete with Gatsby glam
Dancing the night away with a whole new zest for life, stepping into the limelight with a newfound confidence: in the Golden Twenties, women took on a completely new attitude towards life, doing away with old conventions. Abby celebrates this feminine zeitgeist of the tumultuous post-war era. Women who appreciate style and sensuality, but don't want to dispense with a feeling of freedom and comfort. Independent, strong women who know exactly what they want and will no longer be bound by social conventions: quite literally, the corsets are off! In noble black or expressive cherry, the high-quality French Chantilly-look lace has a clear art deco style. All Abby models are designed with an eye for detail when it comes to fit and functionality. Whether the underwire bra with a lace finish throughout, the moulded wireless bra with a combination of clean-cut microfibre fabric and lace, or the soft body with stylish lace inserts – Abby has a sensual, feminine appeal without losing points on comfort.



THE RANGE

Underwire bra 5215

Cup B-E | 70-95 | 32-42

- Airy, sensual lace bra made of high-quality French Chantilly-look lace
- Stretch central panel for top comfort without digging in
- Wrap-around, stretch lace band
- Straps with colour-contrasting lined lace
- Delicate satin bow with ornament on central panel



#THEGREATABBY

www.RosaFaia.com/abby

Underwire big cup bra 5216

Cup F-J | 70-95 | 32-42

- Underwire bra specially designed for large cup sizes
- Airy, sensual lace bra made of high-quality French Chantilly-look lace up to a J cup
- Stretch central panel for top comfort without digging in
- Wrap-around, stretch lace band
- Straps with colour-contrasting lined lace
- Delicate satin bow with ornament on central panel

Big cup support
up to a
J-Cup



THE RANGE



Moulded underwire bra 5217

Cup B-F | 70-100 | 32-44
Cup G-H | 70-90 | 32-40

- Double-moulded cups with colour-contrasting lined lace
- Stretch central panel for top comfort without digging in
- Wrap-around, stretch lace band



Wireless bra 5218

Cup A-F | 70-100 | 32-44

- Double-moulded cups with colour-contrasting lined lace
- Stretch central panel for top comfort without digging in
- Wrap-around, stretch lace band

THE RANGE

Wireless body 3517

Cup B-E | 75-100 | 34-44

- Double-moulded cups with colour-contrasting lined lace
- Body section made of stretch microfibre fabric featuring decorative lace inserts at the front
- Comfortable around the legs adorned with narrow, stretch lace band
- Only available in 001 black



#THEGREATABBY

THE RANGE



High-waist briefs 1408

36-48 | 30-42 | 6-18

- High-waist briefs made of high-quality French Chantilly-look lace
- Flat lace edging that does not dig in
- Complements every Abby bra
- High-waist briefs with opaque lining at the back



High-waist briefs+ 1418

36-50 | 30-44 | 6-20

- High-waist briefs+ made of high-quality, French Chantilly-look lace
- Flat lace edging that does not dig in
- Complements every Abby bra
- High-waist briefs+ with opaque lining at the back

CAMPAIGN IMAGES



Leitmotif: underwire bra 5215.001 + underwire big cup bra 5216.001

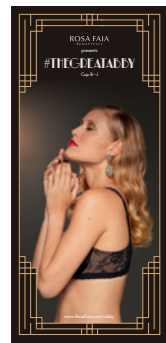


Moulded underwire bra 5217.001

Wireless bra 5218.251

POS-MATERIAL / DRESS

Our POS support includes:



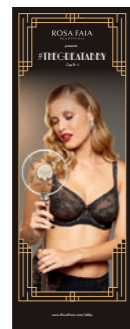
Mailing card
#thegreatabby

V9070Y
21x9.8 cm
8x4 inches



Postcard
#thegreatabby

V9080Y
DIN A6:
10.5x14.8 cm
4x6 inches



Ad templates
#thegreatabby



Campaign poster
#thegreatabby

DIN A1:
59.4x84.1 cm
23x33 inches

V9100Y



V9110Y



V9120Y

POS-MATERIAL / DRESS



Shop window sticker
#thegreatabby

V9090Y
64x18.5 cm
25x7 inches

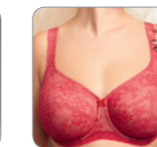


LED poster
#thegreatabby

V9020Y
DIN A0:
118.9x84.1 cm
47x33 inches

V9010Y
DIN A2:
42.0x59.4 cm
17x23 inches

Show reel #thegreatabby

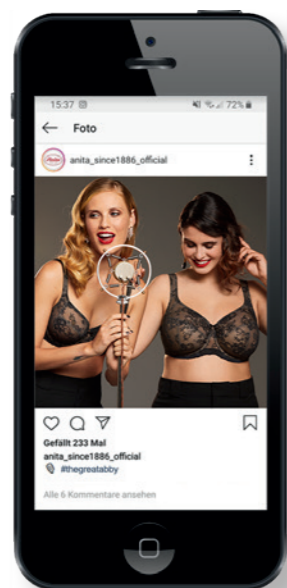


In lengths of:
60 seconds
20 seconds
Instagram format

SOCIAL MEDIA



Facebook page



Instagram post



Instagram feed

SOCIAL MEDIA



RETAILERS SHOWN ON LANDING PAGE

Specifications for Abby retailers

A minimum of 24 Abby articles (bras or bodys) have to be ordered.

Structure of the landing page

- Introduction
- Overview
- Presentation of each article
- Button with "Buy online now" and "Buy now in a shop near me" for each article

· Online shops

Overview of online shops

· Bricks and mortar shops

Link on map, shops marked with pins

Added value for retailers

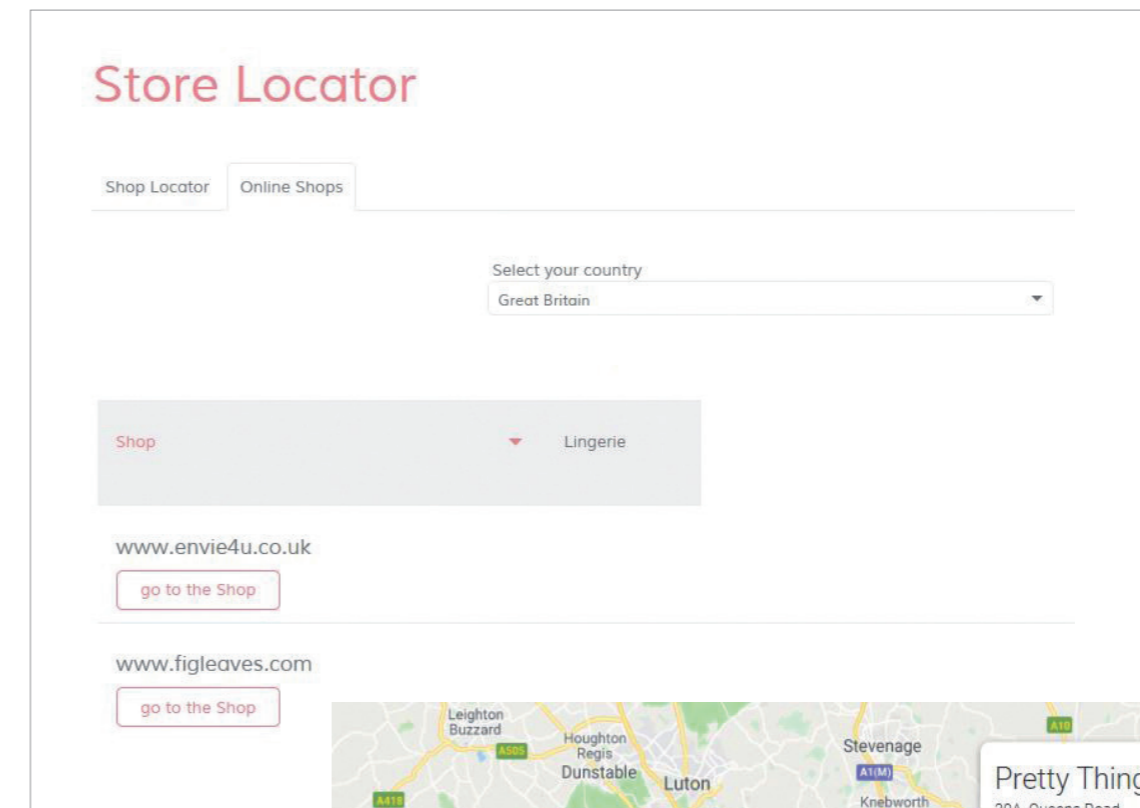
Improved visibility of online or bricks and mortar shops

Customer is immediately redirected

Opportunity for increased revenue

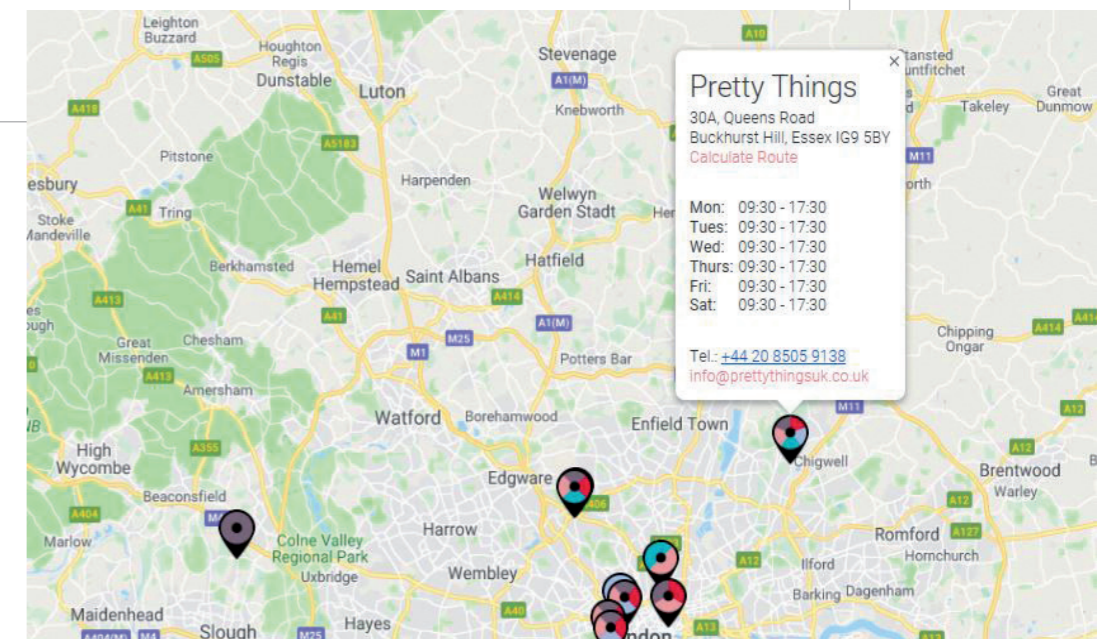
Abby range marketed by HQ

RETAILERS SHOWN ON LANDING PAGE



Retailer search
Online shops

Retailer search
Bricks and mortar
shops



ROSA FAIA
BEAUTYFULL

#THEGREATABBY

CAMPAIGN OVERVIEW



www.RosaFaia.com/abby