Perception of Made in Italy in Japan and China

Research conducted by MAINLUX Group

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Overview

1) Introduction

2) Chinese men and the Italian clothes

3) Kiton case study

4) Japanese and their perception of Made in Italy

5) Concluding remarks

6) Bibliography
1) Introduction

- **Where?**
  China and Japan.

- **What?**
  Italian suits: Kiton ones and Brioni ones;
  Italian bags: Bottega Veneta ones.

- **How?**
  Research approach based on structured interviews to Store Managers (Kiton and Bottega Veneta) and on several articles and websites (see Bibliography).
Why did we choose to focus on these luxury good categories?

GLOBAL PERSONAL LUXURY GOODS MARKET BY CATEGORY (2013-2014E|€B)

Source: Altagamma 2014 Worldwide Markets Monitor
Why did we choose to focus on Japan and China?

PERSONAL LUXURY GOODS MARKET – TOP COUNTRIES (2014E|B€)

Source: Altagamma 2014 Worldwide Markets Monitor
LUXURY CONSUMERS DISTRIBUTION AND SPENDING BY NATIONALITY (2013E)

Source: Bain & Company 2014
2) Chinese men and the Italian clothes

- Made in Italy for Chinese means:
  - Quality;
  - Symbol & Aspiration.

- Why Chinese buy Made in Italy:
  - The face;
  - Craftsmanship.
What does Chinese influencer press say about «Made in Italy»?

意大利制造型男 MADE IN ITALY FOR MAN

- Italy: what a wonderful mother;
- Italian fashion means MADE IN ITALY;
- Italian man as an icon;
- Made in Italy suits: history and traditions;
- Tailoring excellence: Missoni, Zegna, Armani, Gucci, Brioni, Prada, Moschino, Dolce & Gabbana, Marni.
3) Kiton case study

- The story of **Kiton**
How good would you look in a $100,000 suits?

- [link](http://www.bloomberg.com/video/how-good-would-you-look-in-a-100-000-suit-TCoAtB39TB~IaAmi_hoxbg.html)
- Differences between Chinese and Japanese markets;

- Interview to Fabio Cavagnino, Store Manager of Kiton Milano.
4) Japanese and their perception of Made in Italy

- Overview on the Japanese customer profile.
Perceptual map for “Made in” brands.

Source: The Italian Chamber of Commerce in Japan
Why Japanese women love Made in Italy?
Which Italian brand well represents their perception of Made in Italy?
Interview to Bottega Veneta Store Manager in Milan.
“When it comes to the Japanese customers, they have a great previous knowledge about the product and they have a very polite and calm approach in buying.”

Stefano Leoni, Bottega Veneta Store Manager
“The Chinese customers are already informed about the products, they are not so interested in hearing something more. They have a faster approach.”

BOTTEGA VENETA

Stefano Leoni,
Store Manager
“For both of them the Made in Italy element plays a crucial role and in part this is the reason why they do not have questions; for them to know that, it is already a guarantee.”

Fabio Cavagnino, Store Manager
Kiton Milan

“For us, It is like educating people on our garments, to make them understand the difference between an Italian-made suit and a machine-made suit.”

Ciro Palestra, Kiton’s tailor
THANKS FOR THE ATTENTION
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- Lens on the worldwide luxury consumer by Bain & Company

- [http://www.google.it/search?client=safari&rls=en&q=assocamera+estero+giappone+made+in+itali&ie=UTF-8&oe=UTF-8&gfe_rd=cr&ei=kRyOVMLUKsuH8Qe55YCAAg](http://www.google.it/search?client=safari&rls=en&q=assocamera+estero+giappone+made+in+itali&ie=UTF-8&oe=UTF-8&gfe_rd=cr&ei=kRyOVMLUKsuH8Qe55YCAAg)


- [https://www.youtube.com/watch?v=RbY2aMDAR6w](https://www.youtube.com/watch?v=RbY2aMDAR6w)