

## ROUND TABLES

### Selling on the Internet: own brand or multi-brand?

#### Objective

To transfer the decisions on the marketing models we use in the physical world to the virtual world.

#### Speakers

Lucas Carné (Co-Founder of Privalia)

Santi Fort (Researcher on virtual reality and interactive interfaces at Barcelona Media)

Marc Cortés (Managing Partner of Roca Salvatella, ESADE professor and director of Cava & Twitts)

Xavier Berneda (Director of Munich)

#### Abstract of the issues discussed:

**“On the Internet, size *is* important”, said Lucas Carné from Privalia, and explained that this is because it has been calculated that a regular company that develops its own online structure might achieve online sales of between 1% and 3% of what they sell offline, so unless you are already posting sales of over 10 million euros this avenue is not advisable. For other companies, it is better to use existing platforms on the web such as multimedia or outlet sites.**

**Xavier Berneda highlighted the amount of information that Munich receives in real time by getting information and opinions back from people who buy from their online store and from social networks, and the way they use this information to make decisions on the products.**

**Thanks to Santi Fort’s contribution we could see that technologies are being developed to create virtual shopping models that are very similar to the experience of ‘real’ shopping, Ray Ban and H&M being particularly noteworthy in this aspect.**

**Leading on from this subject, Marc Cortés highlighted the changes in consumer habits and predicted a future in which Internet sales will no longer be ‘complementary’ to those of other channels. He believes that web-based shopping is already more of a habit for the new generations, and a more satisfying experience for them.**

### Communicating fashion on social networks

#### Objective

To demonstrate the different ways in which social networks and online behavioural models can generate value for brands and points of sale.

#### Speakers

Sven Mulfinger (Director of Trnd)

Juanjo María (Director of Agitación)

Ricard Castellet (Director of Customer Services at Elogia)

David Contijoch (Director of BuyVIP)

#### Abstract of the issues discussed:

**“A tsunami that will sweep away anyone who’s not prepared”. This was the categorical answer of Ricard Castellet from Elogia when asked how important social networks will really be in the near future.**

**Similarly, everyone present confirmed the decisive role that vertical, horizontal and transversal networks play in the communication and marketing plans of fashion brands and retailers. Sven Mulfinger, from Trnd, and Juanjo Maria, from Agitación, agreed on the importance of bloggers and other web-based motivators.**

**Finally, David Contijoch, from BuyVip, spoke on the growth model of his business and the need to keep brand universes intact while at the same time offering big discounts on prices.**

### **(Re)discovering the consumer**

#### **Objective**

To provide information and intelligence on the current models of fashion consumers in the context of the current market.

#### **Speakers**

Isabel Mesa (Country Manager, Spain & Portugal, for WGSN)

Silvia Vázquez (Head of Studies, expert in Ethnography and Innovation at the DYM Institute)

Marta Domínguez (author of the book "Coolhunting")

#### **Abstract of the issues discussed:**

**Market research has changed radically in the last few years thanks to the mass introduction of tools and techniques from other disciplines, such as ethnography and anthropology, and the advantages generated by digital social networks.**

**Marta Domínguez, a "coolhunter", taking the point of view of the consumer who is already aware of marketing, communications and market research, stated that the situation of the fashion sector changed from the moment multiple information sources came into play, transforming the whole shopping experience and reducing life cycles.**

**Isabel Mesa, from WGSN, and Silvia Vázquez, from DYM, agreed in citing the Internet as a source of information and a channel for transmitting content. This has made information on consumers more immediate, accessible and useful.**

### **Catwalk shows and fashion brands today**

#### **Objective**

To examine the usefulness of catwalk shows as an element of communication for brands.

#### **Speakers**

Vicens Mustaros (Director of DemoFashion)

Ana Cabanas (Marketing and Communications Director at Desigual)

Lluís Juste de Nin (Chief Executive of Basi, Armand Basi)

Josep Abril (Designer and member of ModaFAD)

Miriam Ponsa (Designer and winner of the 080 Award, January 2010)

#### **Abstract of the issues discussed:**

**All the speakers agreed that catwalk shows are still the ideal format for presenting their products and brands to the general public, though they did feel the actual format of the shows should be looked at afresh.**

**Vicens Mustarós claimed that public fashion shows are only valid as a**

**launch platform for creators or for promoting the concept of a 'fashion city', while international dissemination is more important than local or national dissemination.**

**Speaking from the perspective of a well-known brand, Lluís Juste de Nin gave his view of the fashion show as a communications tool, and spoke on the Armand Basi experience at the different shows in Barcelona, Madrid, London and Paris, and even the option of not taking part in any of them, depending on the business strategy in place at any given time.**

**Ana Cabanas also corroborated that Desigual would like to use fashion shows as a communications strategy, but that the lack of an appropriate format for their particular needs and target market had led them to organize their own events.**

**Designers Josep Abril and Miriam Ponsa also expressed their interest in diversifying formats and in private shows that would give them more creative scope, though they appreciated the opportunities they had been given by public fashion shows as a launch platform.**

**With regard to the type of fashion show that would be most appropriate for the city of Barcelona, everyone agreed that the city should not be content with just a public catwalk show but should unite the efforts of the sector and design structures to guarantee the presence of all kinds of creators and brands during a hypothetical 'Design Week' along the Parisian lines.**