

Student's Name
Instructor's name
Course
Date



Discussion 1: Dawn Mello's Gucci Mistake

While evaluating strategy of Mello, we should keep in mind, that 90s was the time of changing attitude to high-end clothes. With the early recession and multiple cultural factors, luxury goods were not of the mass interest. Repositioning of the brand should have required not only a new, bold and unexpected advertising campaign, but launch of a new, cheaper line of products with the sportive flair, since 90s are considered to be an era of sneakers, plastic watches and Nintendo games. Another thing is that Mello has come from a different background and while Maurizio was acknowledged to be incapable of managing the company, therefor Mello received a chance to try herself in the new field. Not realizing that 3 years of only ad campaigns cannot change clients' perception of the luxury brand that was built for decades.

For Atkinson Lisa

I disagree in that Dawn Mello didn't want to do anything with the brand, as with her ad campaign she tried a new and bold approach, hoping it will change clients attitude to the brand. Moreover, she did come from a different background, Bergdorf Goodman is not a fashion business company, therefore she did a tremendous mistake with the advertising approach – in fashion, it's all about the atmosphere around the clothes. By eliminating it, she has lost the clients.

For Sokolov Stanislav

Maurizio was unable to manage the company, and all his good intentions meant nothing, when the Dawn Mello had the final decision on the strategy of brand. Moreover, in his lack of knowledge, all we can blame him is



unwillingness to put some effort and gain some knowledge in how to manage his own company.

Discussion 2: **Dominico De Sole and Tom Ford**

De Sole and Tom Ford's approach to the strategy of Gucci was definitely brand oriented. While Mello was concentrating on the product itself, De Sole and Ford worked with perception of the brand. Strong, sexy and provocative image was what Italian women needed. Ford has embraced the history of Gucci brand and added a new twist to his designs, making classical brand dresses modern and desirable. Price reduction and new quality of goods also attracted more clients. All these along with aggressive marketing, customer orientation and new created value of Gucci was bound to be successful.

For Napoli Cassandra

Completely agree that success of Gucci was thanks to good partnership of De Sole and Ford, and thanks to that, both of them understood the situation Mello has left the company and necessity of search of new clients through creating a desirable lifestyle.

For Edwards Michelle

Yes, Tom Ford was not only a designer; he was more of a creative director, controlling the process from the beginning to its end, and while De Solo was operating in the management field, Ford created the whole perception of new Gucci.

