

CAMPO MARZIO

ROMA 1933

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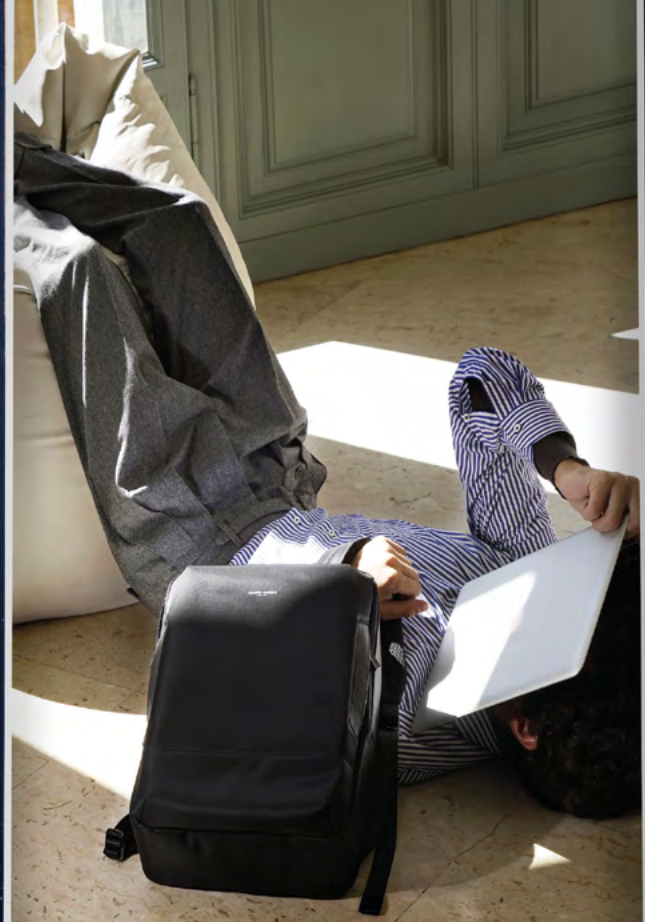
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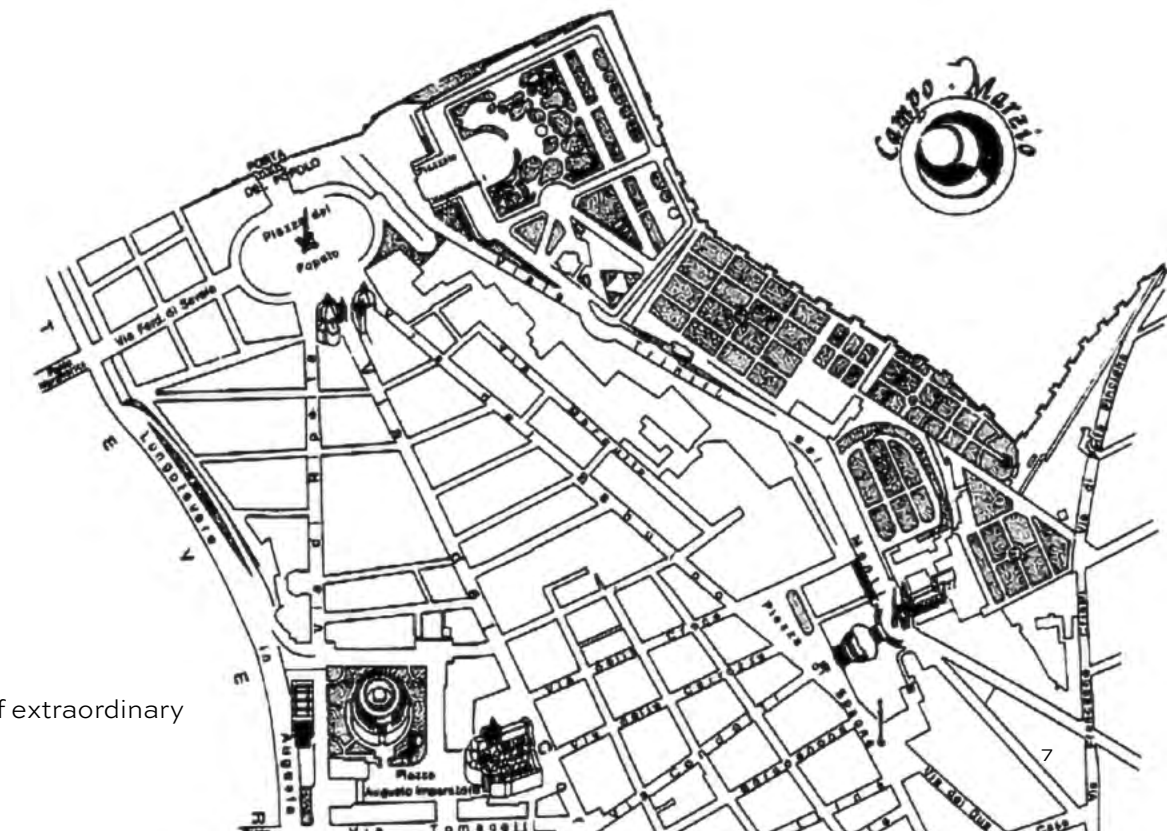


01.

BRAND HISTORY

Campo Marzio is a historical brand that has made its name on the international scene by drawing on its quintessentially Italian style. A heritage that has always combined tradition with modernity, aesthetics with

functionality. Campo Marzio was born in the heart of Rome in 1933, selling bags, accessories and stationery with unique all-Italian designs.



CAMPO MARZIO: The colour of extraordinary

1933: the origins

It all began in a small “Bottega Artigiana”, an artisanal workshop in the heart of the Eternal City that specialised in the production of fountain pens and writing implements made entirely by hand. Campo Marzio’s underlying philosophy, its profound passion for craftsmanship became the essential characteristic of every creation.



The development in the 20th century

The company’s strong bond with the world of writing soon proclaimed its success, while it gradually expanded the product offering to include bags, accessories and gift ideas, flaunting its unique Italian style that represents the brand’s identity to this very day, both in Italy and around the world.



The success in the 21st century

Campo Marzio reached new heights of success with a special collaboration that accentuated the brand’s origins and strengthened the company’s value on the world market. To celebrate the Catholic Church’s Jubilee year, Campo Marzio was commissioned by the Holy See to create a special collection of fountain pens for the Vatican’s Museums. This acknowledgement and the success of the project laid the foundations for a prestigious partnership, launching the brand onto the product customisation market and the world stage with Boutiques in luxury shopping streets around the globe.



Today

Today, Campo Marzio is a market leader in its field and has a distribution network consisting of over five hundred points of sale, between flagship stores and shops-in-shop in prestigious multi-brand stores, in more than thirty countries. Rooted in design and craftsmanship, Campo Marzio has consolidated its values, drawing on its heritage to look to the future with renewed vision and a contemporary image with its new strategic and style guidelines.





02.

WHY CAMPO MARZIO

The company was founded in the historical craftsmanship district of Rome, Campo Marzio, from where it takes its name. At that time, Rome's historical fourth district (R. IV) was enjoying a resurgence of culture and trade

and Campo Marzio embodied the capital city's renewed style with its creativity and use of colour. From the heart of Rome to the entire world, it has gone on to conquer an international audience with its unique vision.

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CAMPO MARZIO
Tabacco

CAMPO MARZIO
Viola

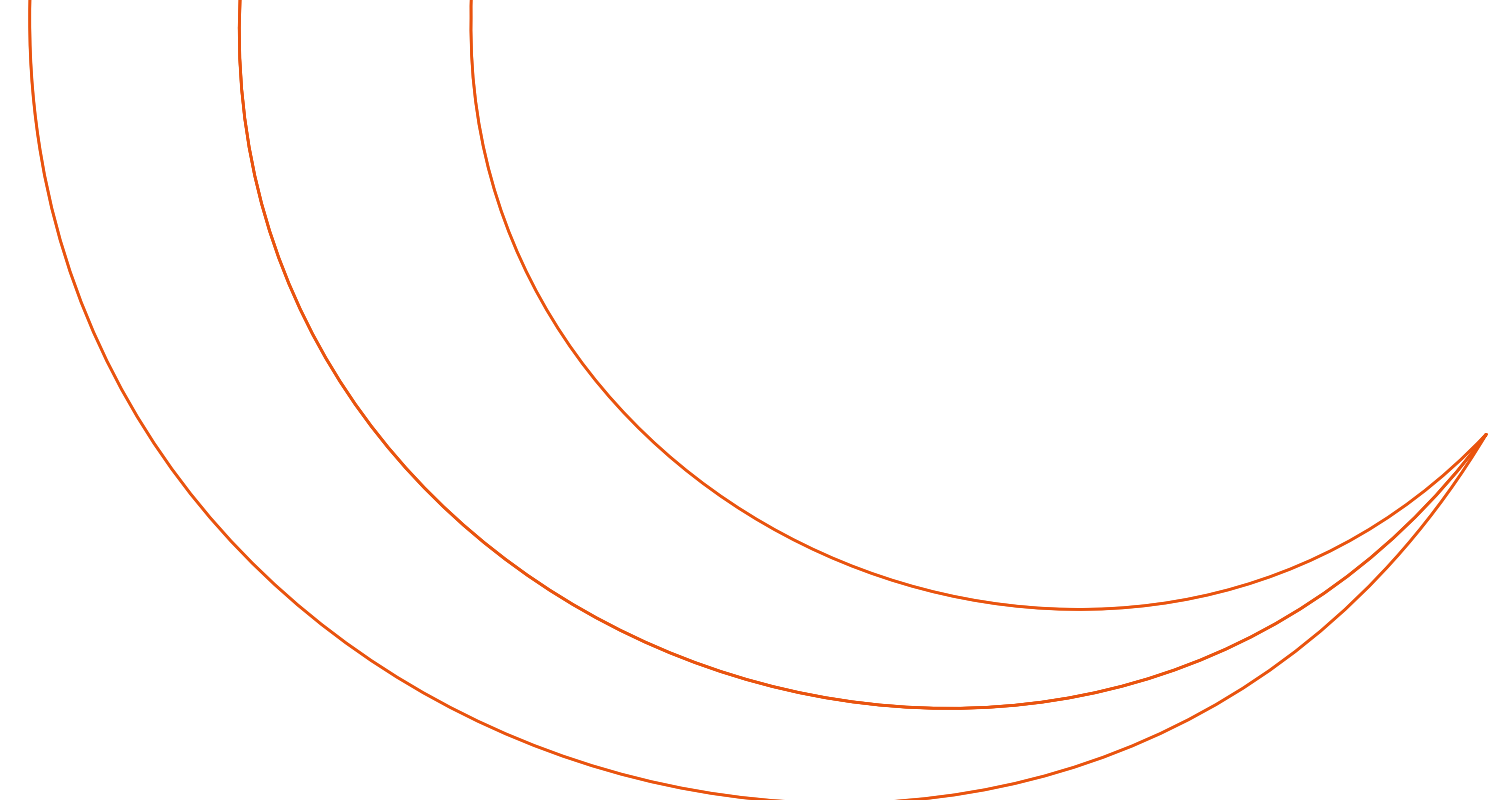
CAMPO MARZIO
Rosso

CAMPO MARZIO
Verde

Nero
Campo Marzio-Rosso

CAMPO MARZIO
Viola

Nero
Campo Marzio-Rosso



03.

BRAND VALUES

The brand's corporate vision sums up Campo Marzio's values: to make the ordinary extraordinary. A philosophy that offers a new take on everyday life.

Campo Marzio's creations inject a dash of colour and make every moment of the day stand out.

CAMPO MARZIO: The colour of extraordinary



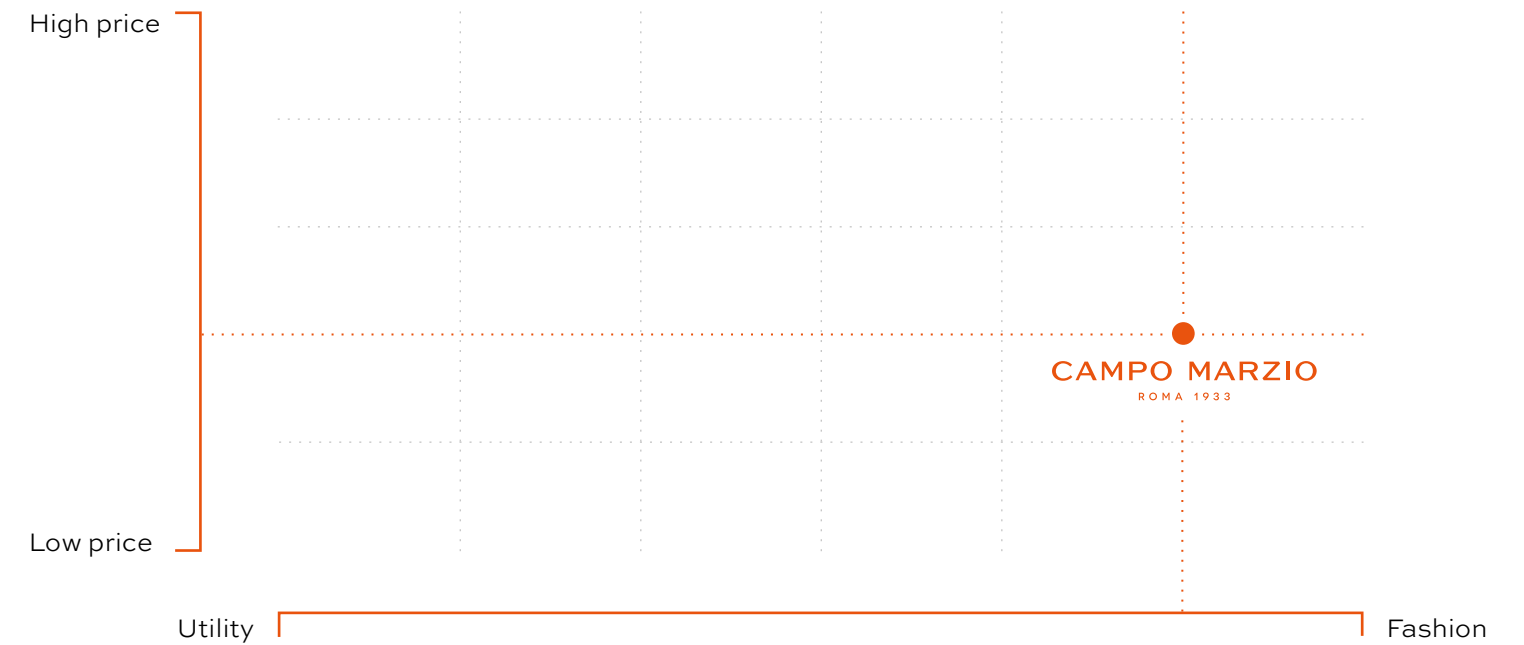


04.

BRAND POSITIONING

This map summarizes Campo Marzio's retail positioning and defines its philosophy: the perfect balance between aesthetics, functionality and colour harmony. Combining these factors is a fundamental part of the

product design and the development process: an extraordinary journey where materials, forms and colours magically come to life.



CAMPO MARZIO: The colour of extraordinary





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05.

VISION

To make every moment
of the day extraordinary.

Campo Marzio vision encapsulates the brand's identity
and philosophy: to make the ordinary extraordinary.

MISSION

To offer extraordinary
products that blend Italian style,
colour and versatility.

Campo Marzio invites you to look at the wonderful
everyday with new eyes; not as a habit, boredom,
or monotony, but as movement, action and happiness.
The formula of the wonderful everyday can be identified
by three values: Italian style, colour and versatility.







06.

TARGET

Campo Marzio follows the evolutions of its target audience: men and women who are always on the move and seek eclectic products to wear throughout the day. Dynamic, cosmopolitan, creative, smart, these are the keywords that summarize Campo Marzio's target audience. The extraordinary versatility of its creations accompanies lovers of Italian style and colour throughout the day, from the office to leisurely activities.

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07.

SALES PROPOSAL

Bags, accessories and stationery. From specialization in Campo Marzio presents its new sales proposal fountain pens and writing instruments to the production

characterised by a contemporary and eclectic design, of accessories that complement stylish office and blending functionality and aesthetics.

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Best seller collection

- High performing all year-round products
- Seasonally versatile
- Always available



Current collection

- Year-round
- Versatile, non-seasonal
- Always available

Flash collection

- Seasonal collections
- No re-stocking
- Highly seasonal, in line with market trends
- New products, shapes and materials



Special projects

Campo Marzio's creative sensitivity, its unwavering dedication to the research and development of new products, are fundamental elements of the company's philosophy. The brand draws on such deep-seated values and its extensive know-how, developing special projects to create unique products and exclusive capsule collections. Product development according

to its partners' needs is a well-established custom at Campo Marzio in creating of a broad range of exclusive projects. A custom to which each internal department contributes professionally, ensuring a simple idea is transformed into a splendid, aesthetically attractive and perfectly refined creation, based on the actual needs of its partners, the sector and the reference market.

Collaborations

Campo Marzio has always blended different aesthetic codes, reimagining them according to its own vision and ensuring uniformity with its style identity and its basic principles. Its collaborations, now an integral part of the corporate strategy, stem from the aspiration to blend different styles and create unique products with a strong added value. The intermingling of two similar yet different worlds offers new opportunities

and exclusive collaborations, so that the brand can reach its target audience and broaden the customer base. This philosophy reinforces the visionary identity of the company, which began embarking on such collaborations before they became widespread in the fashion world.

B2B services

A pioneer of personalisation, Campo Marzio develops corporate projects for companies wishing to communicate aesthetic value and functionality through unique corporate gifts. Product customisation (at very competitive average unit prices), through the addition of a company logo, the name of the gift's recipient or a

tag-line, sets the gift apart, augmenting their perceived value, while also strengthening the company's image and its professional relations. This prominent high-potential strategy preserves the values of Italian style, design and quality for Campo Marzio.





08.

DISTRIBUTION

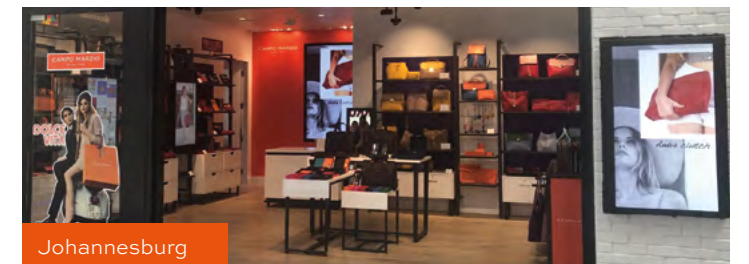
The Campo Marzio distribution network consists of over five hundred points of sale, between flagship stores and shops-in-shop in prestigious multi-brand stores. The brand features in more than thirty countries among the world's leading markets.



Tai Kwun - concept store

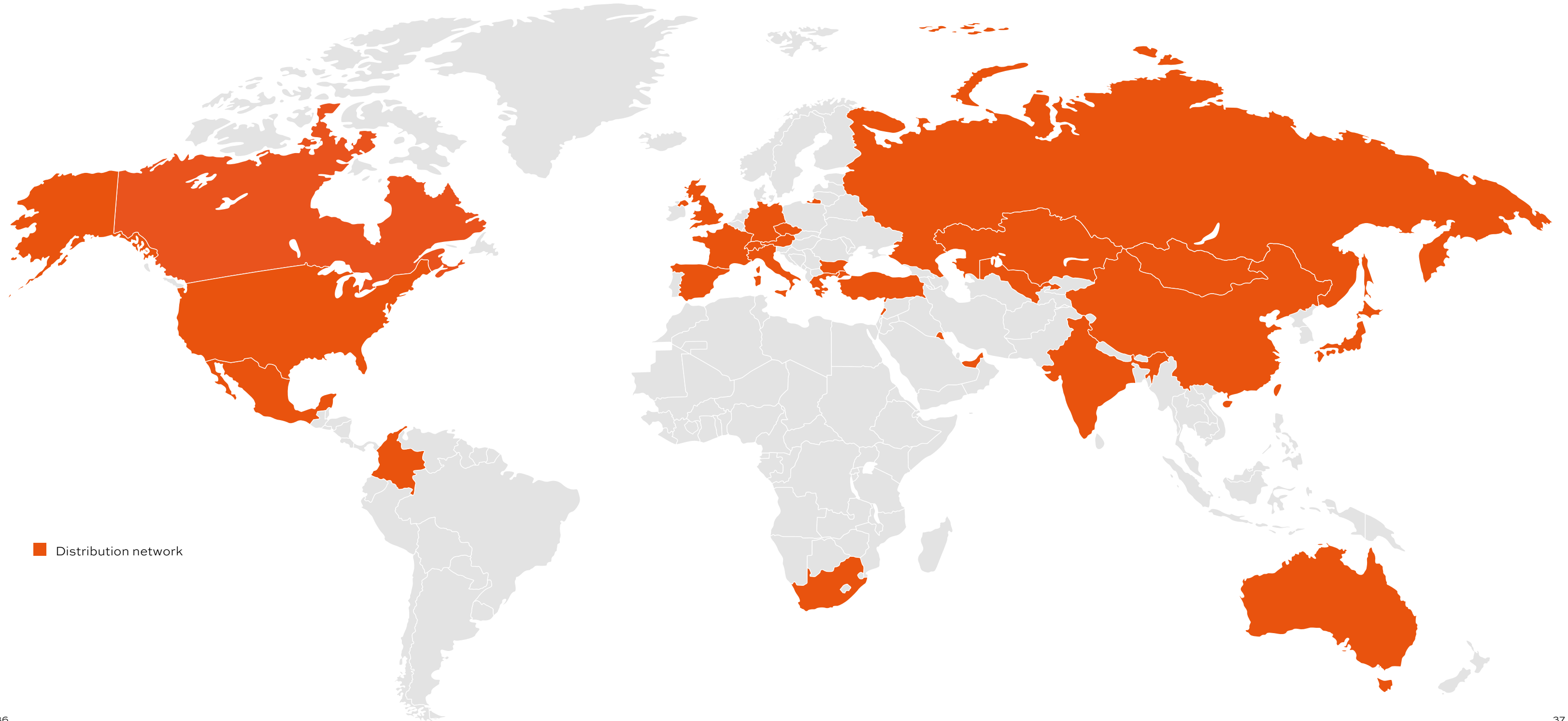


London



Johannesburg

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■ Distribution network





09.

VISUAL MERCHANDISING

The Campo Marzio exhibition spaces in sales outlets worldwide enhance the brand's identity and the customer experience. Their conception and design complement the wide range of products on offer and add value to the customer's multisensory perception

for a truly immersive shopping experience.

- Italian aesthetics
- Functional, contemporary design
- Colour harmony



DESIGN



NEW



EXPERIENCE



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10.

COMMUNICATION

Campo Marzio passionately believes of the importance of communication and is re-launching its brand image through a strategic multi-channel approach, which aims to integrate online and offline channels to improve the customer experience and increase brand awareness. The brand vision - that of making every moment of the

day extraordinary - is captured by the shots from the 2020 Fall/Winter advertising campaign. Urban location, attitude and dynamic poses evoke a contemporary, colourful lifestyle expressing the aesthetic codes and brand spirit encapsulated in the tag-line “**the colour of extraordinary**”.

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