



# NEW PULLERS FOR LAMPO !

Deadline: 27.09.2010 23:59 GMT

Brand: lampo

Sector: Clothing & Accessories

Country: Italy

Category: Design, Specific Creation; Design : Graphic Design

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Budget: \$1 200

Status: Closed

Language of Solutions: English, Italian

## 1 Step Brand Builder

[ who has written the BootB Brief for BootB Creators ? ]

LAMPO is an Italian producer supplying a wide range of zippers to top quality makers of garments, bags and accessories. It has been present on the market since 1887 and today the company's production experiences full vertical integration while all the manufacturing process is completed in Italy.

LAMPO offers an exhaustive product range which is constantly updated to meet the latest fashion trends. Our business is governed by the our core values: reliability, flexibility and open-mindedness.

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

Every zip producer has some of its own "blockbuster" pulls that uniquely identifies the producer, usually without having the producer logo. Lampo's specific pull is the following:

(attached)

The most successful pulls are usually personalised by the final customers, who place their own logo or brand name.

We would therefore like to develop the new LAMPO "flag" pull that:

- is neutral (no logo)
- has simple but peculiar shape
- should be liked by the widest number of different customers (casual, luxury, childrenswear, men, women...)
- should clearly distinguish our product but also should match most of customer's mood (no edge design)
- can be either swinging (like the one above) or not (the pull stays always parallel to the chain)
- should have enough flat surface to place LAMPO or customer's logo by laser or engraving
- will be arranged by dimensions to fit all gauges (small, large and medium) through development of three/four sizes
- should have a pleasant tactile feeling
- should not be too heavy (to avoid injuries or limitation to applications)
- made of Zamac (zinc alloy dyecasted by LAMPO itself) and therefore should be galavanically plated (no strange materials or specific enamel colour)
- easy to be assembled (attached on the slider's body) and moulded
- made of one element (exceptionally two)

## 3 Step Target Audience

[ who should you influence ? ]

Designers, producers' purchasing dept, product managers.

in all cases, high quality either in casual, kids, women, menswear, formal, fashion or accessories (bags and shoes) brands

#### 4 Step Proposition

[ what does the Brand want the target audience to get / understand / do ? ]

Identify our product or recall our name just by seeing the shape (even when the pull is wearing the logo of one of our customers)

#### 5 Step Support

[ why should the target audience believe in the Brand's proposition ? ]

#### 6 Step Character

[ what are the features that define the personality of the Brand ? ]

Tradition, innovation, fashion and reliability

www.lampo.eu tells a lot about us

#### 7 Step Media Plan / Placement

[ where will your work appear? ]

On zips used by the most known and appreciated garments and bag producers in the world.

#### 8 Step Additional Executional Elements

[ any other information the Brand wants to share with you ]

Applicants may find our full plain pull collection at our website [www.lampo.eu](http://www.lampo.eu), SLIDERS section.

Our current logo was designed by BootB !

## Attachments

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