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BRUNELLO CUCINELLI



The background image is a collage of three Japanese street scenes. The left side shows a wooden fence and a tree with pink cherry blossoms. The right side shows a traditional street at dusk with wooden buildings and people. The center features a semi-transparent white rectangle containing a pagoda and the text 'THE CONCEPT'.

THE CONCEPT

La Scia Del Tempo

"THE MOMENT PASSES. ITS ESSENCE REMAINS."

SCIA — THE SILLAGE

The invisible trail a fragrance leaves in the air after the wearer has passed. In perfumery, sillage is the word for exactly this — a trace of presence that outlives the moment.

SCIA — THE WAKE

The trail a journey leaves, through a memory, a life, through the people it touched. The same word, the same idea: what remains after the motion has stopped.

Everyday moments leave a trace

Its nine fragrances become nine emotional traces, allowing each person to discover the scent that reflects what they feel, remember and leave behind.



La Scia Del Tempo

“DISCOVER BRUNELLO CUCINELLI’S FRAGRANCES.”

to:

“DISCOVER THE TRACE THAT FEELS LIKE YOURS.”

A scenic view of Japan featuring a bay, mountains, a torii gate, and cherry blossoms. The image shows a wide bay with a city skyline in the distance under a cloudy sky. In the foreground, there are traditional Japanese buildings with blue roofs, a large red torii gate, and a pagoda. The scene is surrounded by lush greenery and blooming pink cherry blossoms.

WHY JAPAN

Japan: The Smallest Option, and the “Only” Defensible One

A small testing against proposed markets was carried out against four criteria: current Brunello Cucinelli fragrance performance, growth headroom, competitive congestion, and strategic fit with the brand’s identity.

	MIDDLE EAST	UNITED STATES	JAPAN
Brunello Cucinelli fragrance share (YTD 2026, volume)	12% - plus the two top doors globally (Dubai Mall, Mall of the Emirates)	32% - the single largest block	4% - the smallest disclosed market, and no Japanese door in the global top five
Competitive Congestion	Extreme. Our-literate consumers, dense niche and local competition, high projection norms	Extreme. Every house present; fragrance is the fastest-growing prestige beauty category	Moderate. Niche perfumery only c. USD 585m, roughly 2% of Japanese beauty. Fashion houses under-represented in scent.
Strategic fit with Brunello Cucinelli’s identity	Weak. The market rewards intensity, opulence and projection - the opposite of Brunello Cucinelli’s code	Strong but generic. Brunello Cucinelli is already well established; fragrance adds little identity values	Exceptional. Restraint, craftsmanship, patience and hospitality are the market’s own values
What winning proves	That Brunello Cucinelli can compete on someone else’s terms	That Brunello Cucinelli can scale an existing position	That Brunello Cucinelli philosophy is commercially portable into the hardest scent culture in the developed world

JAPAN is the market where Brunello Cucinelli is weakest today, where the category is least crowded by fashion houses, and where the brand’s existing philosophy requires no translation.

The Japanese Soul

The italian idea was already a japanese idea

一期一会

ICHIGO ICHIE

"One time, one meeting." A four-character idiom from the 16th-century tea master Sen no Rikyū: every encounter is singular and can never be repeated. Even the same people, in the same place, under the same sky, will never meet in quite the same way again — because time has already passed through them.

THE BRIDGE

Ichigo Ichie: Every encounter is unique and should be experienced with complete attention.

Fragrance: The scent fades, but its emotional trace becomes part of the memory.

The journey: A road may be travelled again, but never with the same light, people or moment in time.

La Scia del Tempo: What passes cannot be repeated but something of it remains.

A vibrant, low-angle photograph of a busy Japanese city street at night, likely Shibuya. The scene is filled with tall buildings, glowing neon signs, and a large crowd of pedestrians crossing a wide street with white zebra crossings. The sky is a clear, deep blue. A semi-transparent white rectangular box is centered over the image, containing the text "COMMUNICATION STRATEGY".

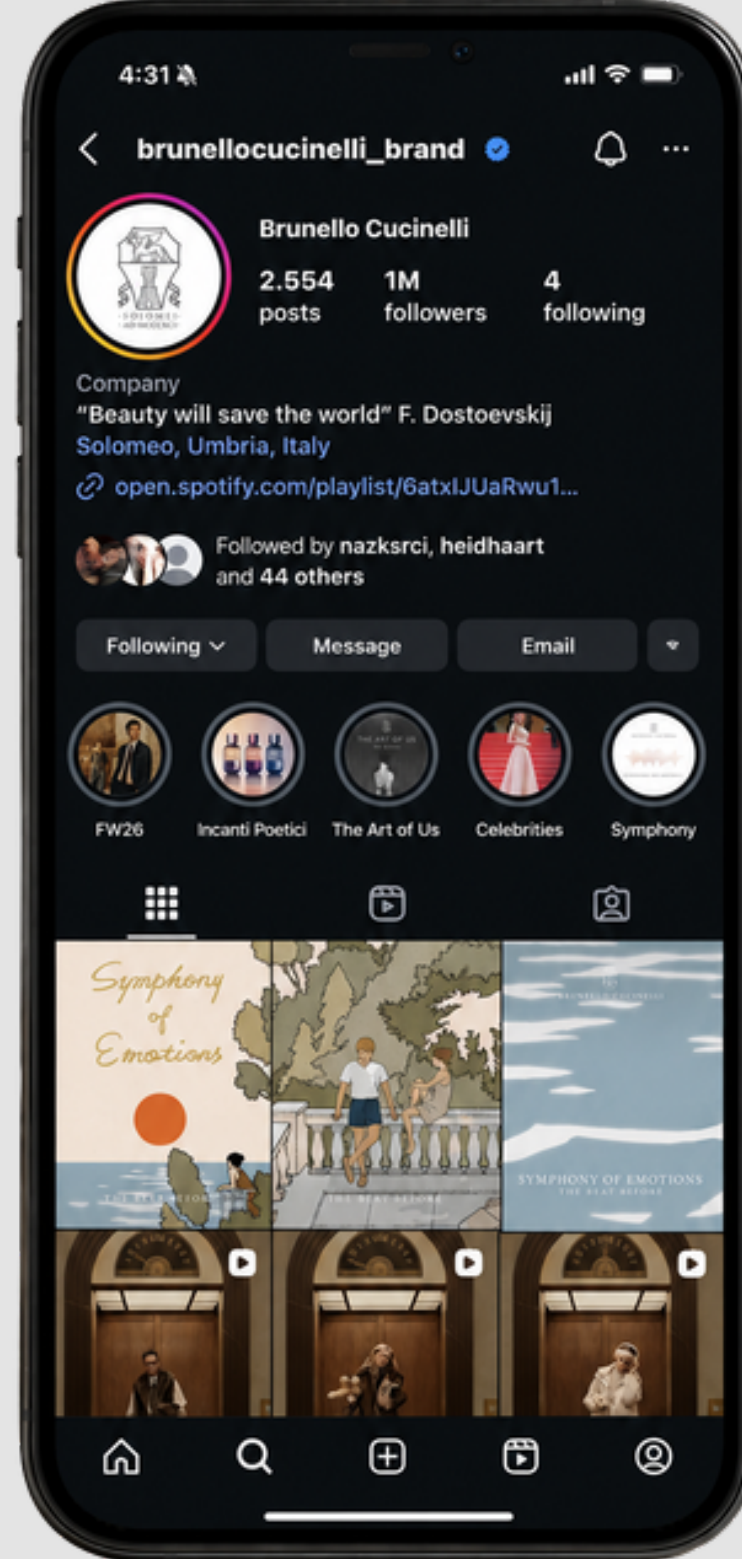
COMMUNICATION STRATEGY

Where Japan Actually Spends Its Time

PLATFORM	ROLE IN THIS STRATEGY	WHY
LINE	CRM & loyalty infrastructure	96M users; functions as national infrastructure, not a discretionary app
INSTAGRAM	Aspirational home: editorial grid + Reels	55M users, concentrated in the 18–44 range this campaign needs
TIKTOK	Discovery & sampling, micro-creator led	Fastest-growing platform in the 16–34 bracket; algorithm favors new voices
YOUTUBE	Trust layer: perfumer & atelier storytelling	78M users; used as a search tool for reviews before purchase
X (TWITTER)	Light-touch, real-time commentary	67M users; suits Japanese communication norms

Japanese social media users go to social platforms to learn about brands, and the average user is active on fewer than 3.5 platforms. Volume-led social strategies underperform here; depth and permission outperform reach. The Japanese communication task is not more content. It is one owned physical experience, documented well, in Japanese, with LINE as the follow-through.

Communication Through The Media



Instagram grid · LINE CRM

Serves existing and aspiring clientele. Editorial, curated, consistent with the ready-to-wear world. This layer never changes character.
HOLDS

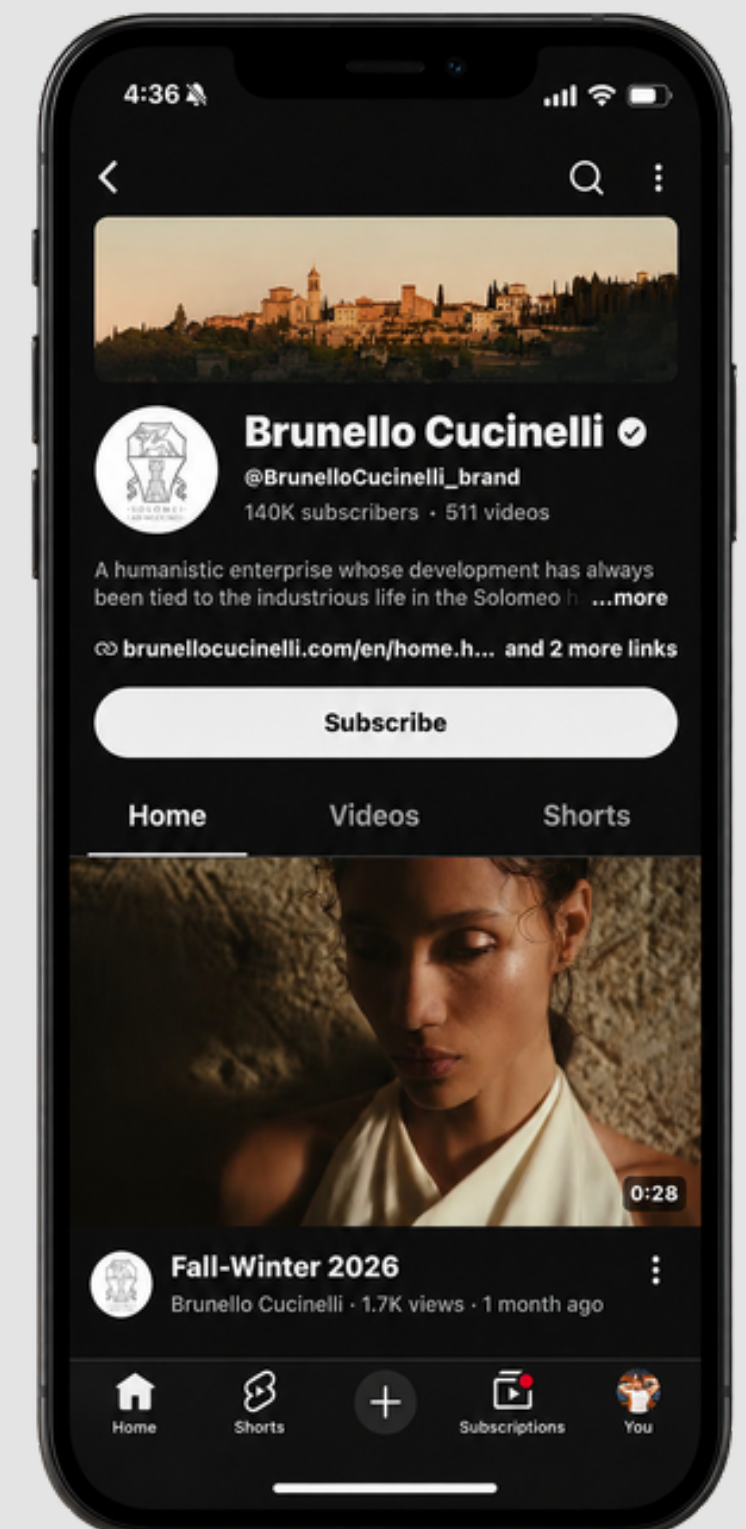
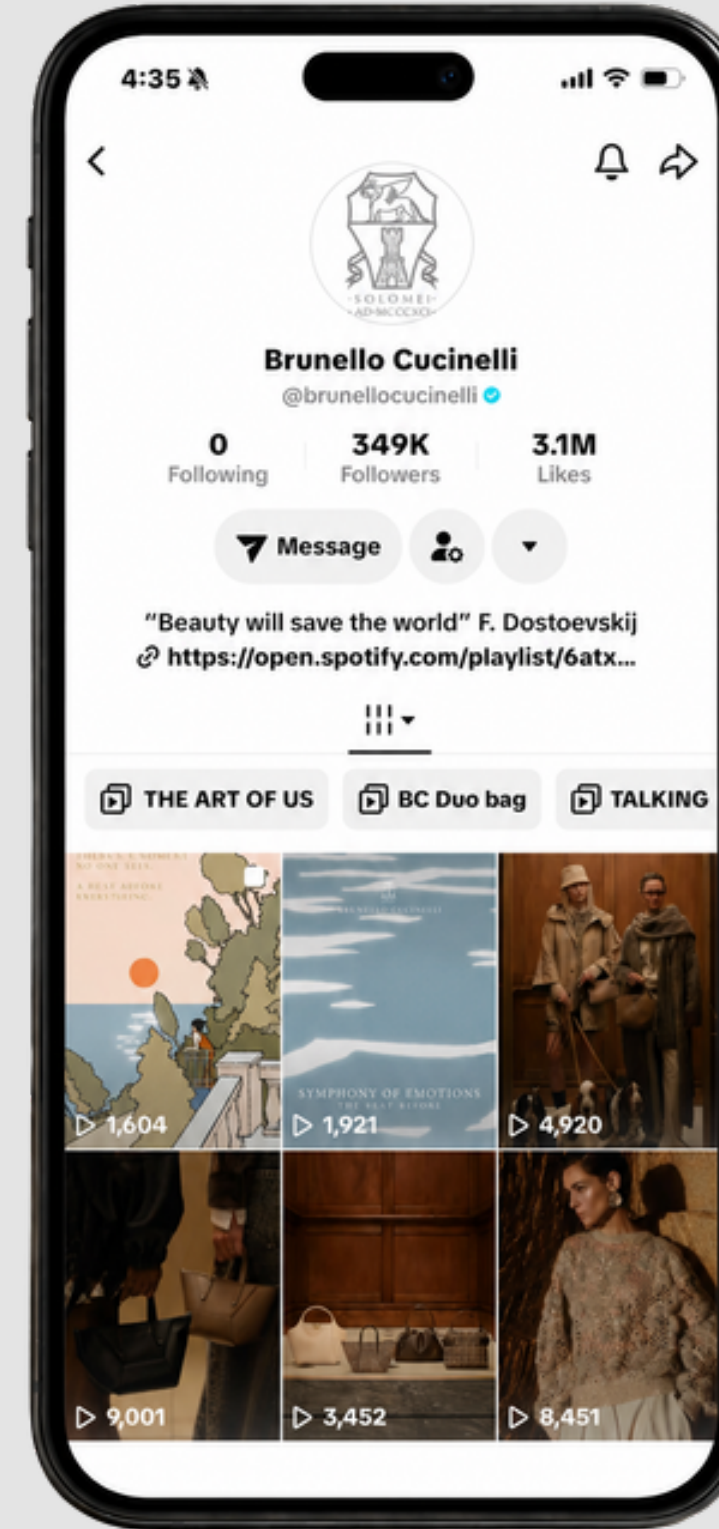
Prestige, visual consistency, loyalty infrastructure

TikTok · YouTube

Reaches Gen Z and new audiences. Discovery-paced, sampling-led, creator-voiced. This layer is where volume happens.

HOLDS

Reach, trial, sampling, first impressions

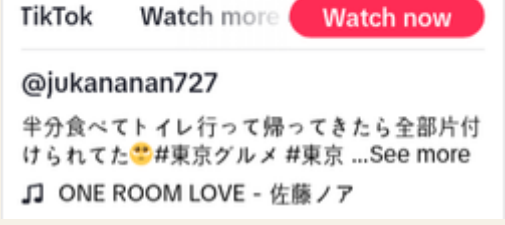
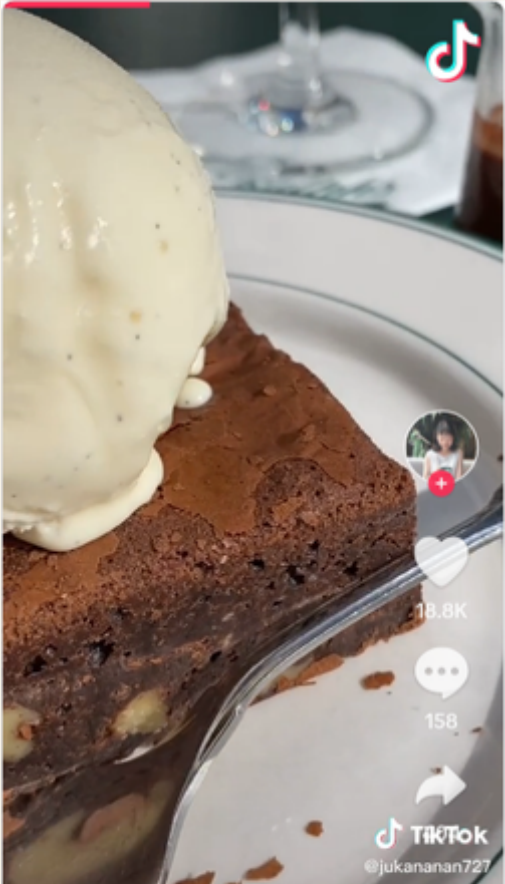
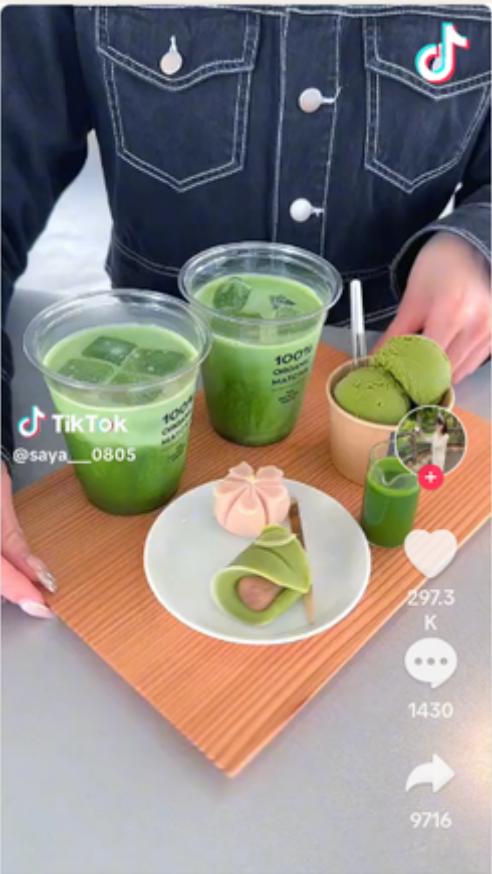
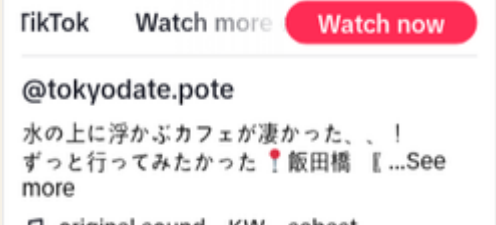
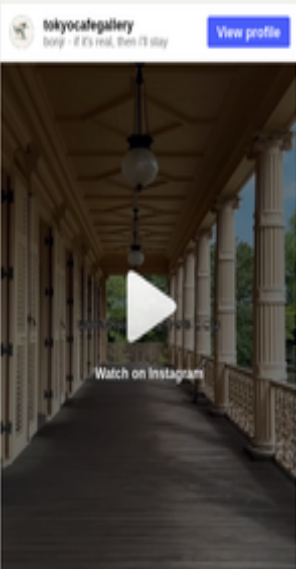
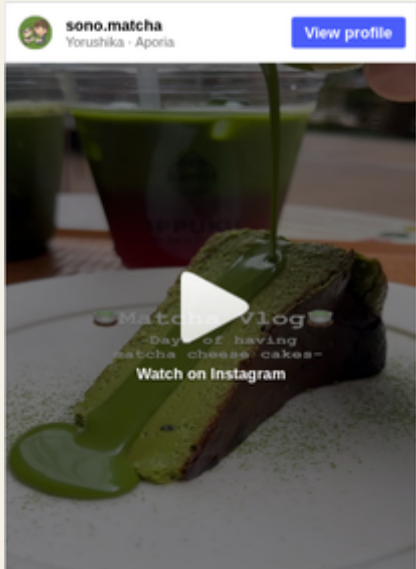


Communication Through The Media

Japanese Gen Z uses TikTok and Instagram not only for entertainment, but also to discover fashion, food, products, experiences and lifestyle inspiration. TikTok’s Japanese Gen Z research identifies fashion, reviews, travel, tutorials and food among their preferred categories—exactly the areas these Brunello formats combine. Therefore, Brunello should communicate with Gen Z through short, sensory and human stories, not conventional luxury advertising. Instead of simply saying “this is a Brunello fragrance,” the brand should demonstrate:

This is the coffee you share, the scent that reminds you of a friend and the beautiful ritual that begins your day.

This approach makes Brunello culturally relevant and emotionally accessible to Gen Z without making the brand feel inexpensive or losing its quiet-luxury identity.



La Scia Della Vita

A film about the traces our moments leave behind.

Time and memory. It follows the trail of life itself: a journey through ordinary human moments, each one already passed. The camera never arrives for the event; it arrives for what the event left behind.

Voice-over:

“Time never remains still.

It crosses places, touches lives and carries our memories forward.

What passes may disappear from sight—but its essence remains.

THREE LAYERS, WORKING AT ONCE

THE JOURNEY

A film that travels through moments and places — dawn to dusk to night, one life’s worth of scenes. Movement is the structure.

THE TRACE

Every scene is an after: what remains once people, events and feelings have moved on. Memory is the subject.

THE SCENT

Each moment belongs to one fragrance — revealed through the feeling it left, never the bottle. Essence is the reveal.



Il Profumo Che Ti Trova

The digital front door of the whole strategy. Instead of asking a newcomer to choose from nine perfumes, a short, poetic online quiz reads their mood and memory and chooses for them — building a personalised discovery set of the three scents that fit them best, in 10 ml each.

NOT ALL NINE — YOUR THREE
THE INNOVATION

THE PERFUMES INTO 4 FAMILIES

FRESH & LUMINOUS
bright · citrus · airy



Vite Eteree

Segreto

GREEN & NATURAL
garden · herb · stone



Brezza Gentile

Soffio Zenti

SOFT & TENDER
floral · creamy · nostalgic



Sogno Noturno

Ricordo

WARM & DEEP
spiced · smoky · bold



Vento Ardente

Silenzio

Ombra Lirica



Il Profumo Che Ti Trova



Il Profumo Che Ti Trova

Scan to take the quiz

A night scene of a Japanese street, likely in Kyoto, featuring a canal with a bridge. The scene is illuminated by warm streetlights, and the cherry blossom trees are in full bloom, creating a romantic atmosphere. The text "ACTIVATIONS" is overlaid on a semi-transparent white rectangle in the center.

ACTIVATIONS

La Casa Del Tempo

A place where the Brunello Cucinelli fragrances are not sold from a counter but lived through every sense. You taste a scent as a drink, you see it as a flower arrangement, you read beside it, and you carry it home. A place built to make you slow down and stay. Coffee, flowers and books are the three things that make a house feel like a home — warmth, beauty and thought. Together they turn a fragrance boutique into a place you visit for its own sake, and a first meeting with the brand that never once feels like a sale.

五感

GOKAN · "the five senses"

Gokan is the everyday Japanese principle that a true experience engages all five senses at once.

余韻

YOIN · "the lingering resonance"

Yoin is the trace a sound, a taste or a moment leaves after it has gone: the reverberation that lingers. It is la scia del tempo in Japanese.



AZABUDAI HILLS - GARDEN PLAZA C



1 Perfume, Experienced in 4 Ways

COME

for the drink or the flowers

A signature coffee, a matcha, a bouquet — a reason to visit that needs no interest in perfume at all.



STAY

for the books & the calm

A classic to read, a green terrace, unhurried time. The house of time does its work: you slow down.



DISCOVER

the fragrance, gently

You have now tasted it, seen it in flowers, read beside it. Trying the perfume is the natural last step, not a pitch.



BELONG

enrolled, carried home

A discovery set, a LINE relationship, an invitation back. You leave a Friend of the Brand — and you will return.



Brunello Cucinelli Caffè

In Italy, coffee is more than a drink—it is a cherished daily ritual that creates moments of conversation and connection. In Japan, matcha carries the same spirit of mindfulness, hospitality and togetherness. By bringing these two beautiful cultures together, Brunello Cucinelli creates a shared experience where cultures meet, stories are exchanged and people reconnect through the simple pleasure of pausing together.



Each flower arrangement visually reflects the notes and personality of one of the nine fragrances, transforming scent into something guests can immediately see and feel. Displaying them throughout the café creates a refined sensory connection between flowers, fragrance and flavour, while bringing Italian artistry and Japanese floral tradition into the Brunello Cucinelli experience.



BRUNELLO CUCINELLI

WHERE COFFEE MEETS MATCHA

ITALIAN COFFEE

01 VIE ETEREE

Bergamot & Cardamom Espresso Tonic

Bergamot, cardamom and cedar over ice — the brightness of dawn, poured cold.

02 SOFFIO ZENIT

Fig, Rosemary & Lavender Latte

Espresso softened by fig, lavender and rosemary — Mediterranean sun on warm stone.

03 BREZZA GENTILE

Bitter Orange Affogato

Cold brew, bitter orange and amber-patchouli caramel, poured over vanilla gelato.

04 VENTO ARDENTE

Saffron Espresso Macchiato

Saffron-cedar syrup, a shot of espresso, a small warm cloud of milk.

05 SILENZIO

Salted Caramel Cardamom Cortado

Espresso, salted caramel, cinnamon and cardamom, a whisper of vanilla foam.

JAPANESE MATCHA

06 SOGNO NOTTURNO

Osmanthus & Sandalwood Matcha

Ceremonial matcha, osmanthus blossom, a hush of sandalwood and vetiver.

07 OMBRA LIRICA

Smoked Hojicha-Matcha

Roasted hojicha folded into matcha, touched with frankincense honey — an intimate shadow.

08 SEGRETO

Orange Blossom Matcha

Matcha, orange blossom water, mandarin zest, sandalwood-benzoin honey.

09 RICORDO

Coconut Jasmine Matcha

Matcha, coconut cream, jasmine sambac, a dusting of cedarwood-vanilla.

Timeless Tales, Bound in Classics

The third world, and the soul of the house. A curated library of classic literature to read in the space. It gives the poetic world of Incanti Poetici a physical home, connecting fragrance with literature and reflection. Like a beautiful scent or a well-made garment, these are stories to return to.

BOOKS ARE CUCINELLI’S CREED

BC ran a wordless Nikkei ad quoting Hadrian — “Books showed me the way in life.” Solomeo has its own library and school of arts. This is the brand’s truest self.



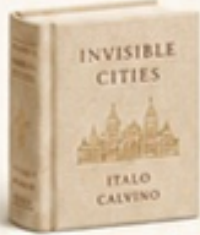
The library is the room where coffee, flowers and fragrance resolve into one feeling: the timeless, made to last. Books you may read in the house, and the loved ones offered to take home.



BRUNELLO CUCINELLI

TIMELESS TALES

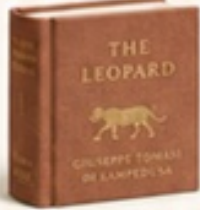
A library between two cultures



01

Invisible Cities

Italo Calvino



02

The Leopard

Giuseppe Tomasi di Lampedusa



03

Pinocchio

Carlo Collodi



04

The Divine Comedy

Dante Alighieri

JAPANESE CLASSICS



05

The Tale of Genji

Murasaki Shikibu



06

In Praise of Shadows

Jun'ichirō Tanizaki



07

The Narrow Road to the Deep North

Matsuo Bashō



08

Snow Country

Yasunari Kawabata

Read here. Return to what stays with you.

Where Consumers Meet Fragrance

ISETAN SHINJUKU

Department store - Shinjuku

The most important fragrance floor in Japan.



GINZA SIX

Luxury Mall - Ginza

Ultra-luxury destination with a beauty focus.



@COSME TOKYO, HARAJUKU

Beauty specialist - Harajuku

The single most important discovery venue for consumers under 30.



NOSE SHOP

Niche specialist · Azabudai Hills, Aoyama, Shibuya

Japan's first dedicated niche fragrance retailer, with genuinely knowledgeable advisors and a scent bar.



L'Angolo del Tempo

ISETAN SHINJUKU

Not a hard launch, but a two-step entry that earns the floor before taking a permanent counter — the patient, restraint-led move that suits both the brand and the market.

01

ENTER VIA SALON DE PARFUM

the invitation



02

SETTLE INTO A COUNTER

the home



03

CONNECT TO THE HOUSE

the thread



Earn parity on the floor (credibility), win on the world beyond it (preference). Same shelf as the best niche houses; a destination none of them have.

La Scia Della Sakura

Turning the blossom season into a journey across Japan.

Someone walks past wearing something beautiful. The moment is over in seconds — but for a few steps more, everyone nearby still knows they were there.

The whole idea for the Tokyo activation: the fragrance doesn't just perfume a person — it briefly perfumes a place, then fades. Exactly like a cherry blossom.

A rented standalone pop-up in the heart of Shibuya,, which is one of the biggest attraction of our targeted customers to watch the Cherry Blossoms.

This activation in only for April-May 2027.

Brunello has a store in Omotesando - the Champs-Élysées of Tokyo so this activation alongside the store will be a type of invitation to the store of Brunello Cucinelli.



La Voce del Profumo

CASA CUCINELLI TOKYO INSTALLATION

Each scent is given a sound and cymatics lets you see it.

Cymatics is the science of visible sound: when a tone vibrates a surface of water or fine sand, the vibration organises it into a living geometric pattern. The Listening Room makes the invisible visible. Every fragrance is given its own tone — its “voice” — and that tone is played through water, where the vibration blooms into a unique, living pattern. You smell the scent, hear its note, and watch its form appear in front of you. Not a screen, not a special effect: real water, real light, real physics. It is kōdō for the modern age — the ancient act of “listening to fragrance,” finally made something you can see.

聞香

MONKŌ · “listening to fragrance”

In kōdō, the centuries-old “way of fragrance,” one does not smell incense — one listens to it (monkō), receiving it seated, slowly, with the whole attention.

波紋

HAMON · “ripples on water”

Hamon is the concentric ripple a single moment spreads across water — a cherished Japanese image of a resonance reaching outward.



Giving Every Fragrance a Visible Voice

01
SIT & RECEIVE

As in kōdō, you are seated and unhurried. One fragrance is presented — not to wear, but to “listen to,” with full attention.



02
THE SCENT IS GIVEN A TONE

Each fragrance carries a sound — bright, dawn scents a high clear note; deep, smoky ones a low warm one. Its “voice” plays through a resonator beneath a shallow vessel of water.



03
THE PATTERN BLOOMS

The vibration draws the water into a unique, moving cymatic pattern, lit from above and cast onto the walls.

The invisible scent, made visible — in real water and light, not on a screen.



04
CARRY THE TRACE

You leave with a print of your fragrance’s pattern — its ripple, its signature — paired with the discovery set. The scent’s trace, made portable. La scia del tempo.





CRM

All Clients, One Relationship

Across every entry point. Japan already invented this model: 外商 (**gaisho**) — the dedicated advisor who curates for a client over decades. The strategy imports nothing; it recognises what Japan already has and gives it a €150 entry point.

01 · PHILOSOPHY One Mechanism, Every Client

Custody, not tiers

Gaisho, not loyalty tiers. The Edo-period model of an advisor who visits, remembers and curates — not a points ladder. Gaisho already drives ~20% of sales at Isetan Mitsukoshi’s flagships, and is rejuvenating: purchases by clients 44 and under grew fivefold at Isetan Shinjuku.

Loyalty earned through service, not points. Continuity of the same advisor, remembered preferences, gift-wrapping precision — worth more in Japan than a tiered discount.

Same ritual for everyone. A first-time €150 Discovery Set buyer receives the same handwritten note, the same refill philosophy, the same Casa Cucinelli hospitality as a 30-year cashmere client.

Core base skews 40–60; the under-30 cohort is smallest today but is the one segment that determines the brand’s future in Japan — CRM is built to widen it, not just serve it.

02 · THE JOURNEY Quiz to Custody

Come → Stay → Discover → Belong

Il Profumo Che Ti Trova — a 6-question mood quiz replaces a 9-bottle wall. It builds the first preference profile before a client ever meets an advisor.

LINE Official Account captures it — the clienteling channel, not a newsletter. 92.5% national usage; it reads as a private conversation, matching BC’s tone precisely.

Callimacus AI carries the profile into the boutique CRM. 70% of BC shoppers already visit stores after engaging with the brand online.

Belong: Discovery Set enrolls them as a Friend of the Brand — LINE relationship, refill programme, an invitation back.

03 · INFRASTRUCTURE The Tools Behind It

One client record, four surfaces

LINE Official Account — the CRM & loyalty layer. Over 3M business accounts nationally; closer to a private message thread than a broadcast list.

Callimacus AI Platform — bridges the digital quiz and browsing behaviour to in-boutique clienteling, so online interest is never lost at the door.

Boutique CRM — advisor-facing record of quiz result, scent history and preferences, shared across Isetan, La Casa del Tempo and every pop-up.

Friends of the Brand — BC’s existing hospitality tier (with Art of Repair, Casa Cucinelli access), extended for the first time to fragrance-only entrants.

Budget: **€70k** (7% of the €1M plan) ring-fenced for CRM, LINE integration and technology.

04 · SUCCESS METRICS What Proves It’s Working

Measured in CRM & POS data

- 1,000+** quiz completions, at a 65–75% completion rate
- 50%+** LINE / email opt-in from quiz completers
- 10–15%** of quiz completers booking a boutique appointment
- 15–35%** sample-to-bottle conversion; 1,000+ new CRM entries
- >30%** repeat purchase / refill rate within the first year

The final KPI isn’t a fragrance metric at all: **cross-category migration** — quiz and Discovery Set clients who go on to buy knitwear or ready-to-wear. That is where a scent relationship becomes a Brunello Cucinelli relationship.

A scenic view of a traditional Japanese garden. In the foreground, a calm pond reflects the surrounding landscape. The garden is filled with meticulously maintained greenery, including rounded bushes and flowering trees with pink and white blossoms. In the background, a traditional Japanese pavilion with a dark, tiled roof is visible. The sky is a soft blue with wispy white clouds. The overall atmosphere is peaceful and serene.

Budget and ROI

Investment

ACTIVITIES	ALLOCATION	WHAT IT COVERS
La Casa del Tempo — the house (Azabudai)	€190k (19%)	Fit-out, furniture, caffè/flower/book setup, staff, launch
L’Angolo del Tempo — retail (Isetan Shinjuku)	€190k (19%)	Salon de Parfum debut, permanent counter build, VM
Communication & content — film, social, Spotify	€150k (15%)	The film, social & Spotify, creator seeding, PR
La Voce del Profumo — cymatics Listening Room	€110k (11%)	Cymatics rig, sound design, lighting, space fit-out
La Scia della Sakura — the Blossom Journey	€110k (11%)	Seasonal pop-ups along the sakura front, spring scent launch
CRM, LINE & technology	€70k (7%)	LINE Official Account, clienteling system, data platform
The Discovery Quiz — digital tool	€60k (6%)	Quiz design & build, algorithm, set fulfilment setup
Contingency	€40k (4%)	Reserve against overruns and timing shifts
TOTAL:	€920,000	

Timeline

PHASE 1
Seed

Year 1 · 2027

Digital front door - Nov 2026

The quiz + LINE go live first — build desire and a data spine at almost no cost or risk.

"La Scia della Vita" film - Feb 2027

The campaign sets up the journey online, before it exists in person.

La Scia della Sakura 1st edition - Mar/Apr 2027

Pop up tours the bloom front, Shibuya.

La Casa del Tempo opens - Jun 2027

One permanent house — the single proof point that makes the concept real.

PHASE 2
Earn and Convert

Year 2 · 2028

Salon de Parfum debut - Nov 2027

Borrowed credibility, low commitment — earn the floor before leasing it.

L'Angolo del Tempo - Mar 2028

Only if the debut lands, convert it into a permanent Isetan counter.

La Voce del Profumo + 1st seasonal - Jul 2028

Add depth and rhythm — now there is an audience to receive them.

PHASE 3
Scale

Year 3 · 2029

Second location - Apr 2029

Osaka or Ginza — reuse the Isetan playbook, only if Gate 2 is met.

Seasonal journey grows 2nd edition - Mar/Apr 2029

The Blossom Journey extends geographically or gains an autumn counterpart.

Institutionalise

The line becomes a standing business, self-funded by its own returns.

ROI

THREE YEAR ROI

117%

EUR 1.08M net return after recouping the 920K investment

THE MONEY CHAIN

€2.85M
x 70%
= €2.00M
- €0.92M

cumulative net revenue (Y1 + Y2 + Y3)

contribution margin after COGS and fulfilment

net margin generated

programme investment → = €1.08M net return

€1.31M

break-even net revenue

MONTH 24

payback (end of year 2)

8.8K

Discovery Set equivalents

86-132%

ROI at 60-75% margin

NET REVENUE SCALES WITH THE ROLLOUT





THANK YOU!