

REIMAGINING PR FOR WHOLESALE. BUILDING CONNECTIONS THAT LAST

**How ICEBERG is shaping long-term
value in Japan and Korea**

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HELLO!

With 10 years of experience in fashion and public relations, I began my career in 2015 as an account at a PR agency specializing in luxury brands.

Since 2021, I have been the Communication Manager at Gilmar Group, a leader in the production and distribution of its own fashion brands, ICEBERG, ICEBERG JEANS and ICE PLAY, as well as licensed brands like Paolo Pecora Milano and N°21.

In my role, I oversee worldwide integrated communication strategies, manage both online and offline activities, coordinate all annual marketing and communication budgets, orchestrate major events like fashion shows, and provide marketing support to wholesale partners.

My expertise lies in crafting compelling storytelling, building strong media relationships, and planning innovative marketing and communication campaigns.



01. INTRODUCTION

GILMAR

1959

A new name appeared on the Italian registry of artisanal businesses: Gilmar: acronym for Giuliana Marchini



On via Mancini in Cattolica, Central Italy, the first stand-alone Gilmar retail store was opened: Boutique Luciano

1964



Creation of the headquarter in San Giovanni in Marignano

1985

PAOLO PECORA
MILANO

2017

Paolo Pecora
Milano's
Licence

ICEBERG JEANS



2025

ICEBERG
presented the
50th
Anniversary
Book

ICEBERG

1974

ICEBERG becomes the synonym of a dynamic fashion-forward reality influenced by the fresh touch of American pop art that the family still loves to collect.

2013

N°21's
Licence

N°21

2018

Gilmar launched a new brand called ICE PLAY which presents itself as an independent Brand.

ICE PLAY

2024



Gilmar launched a new brand called ICEBERG JEANS, part of the ICEBERG's world.

02. THE ICEBERG LEGACY

Giuliana Marchini Gerani and her husband **Silvano Gerani's** visionary intuition in **1974** resulted in the creation of the ICEBERG brand, overseen by the inaugural Creative Director, **Jean-Charles De Castelbajac**.

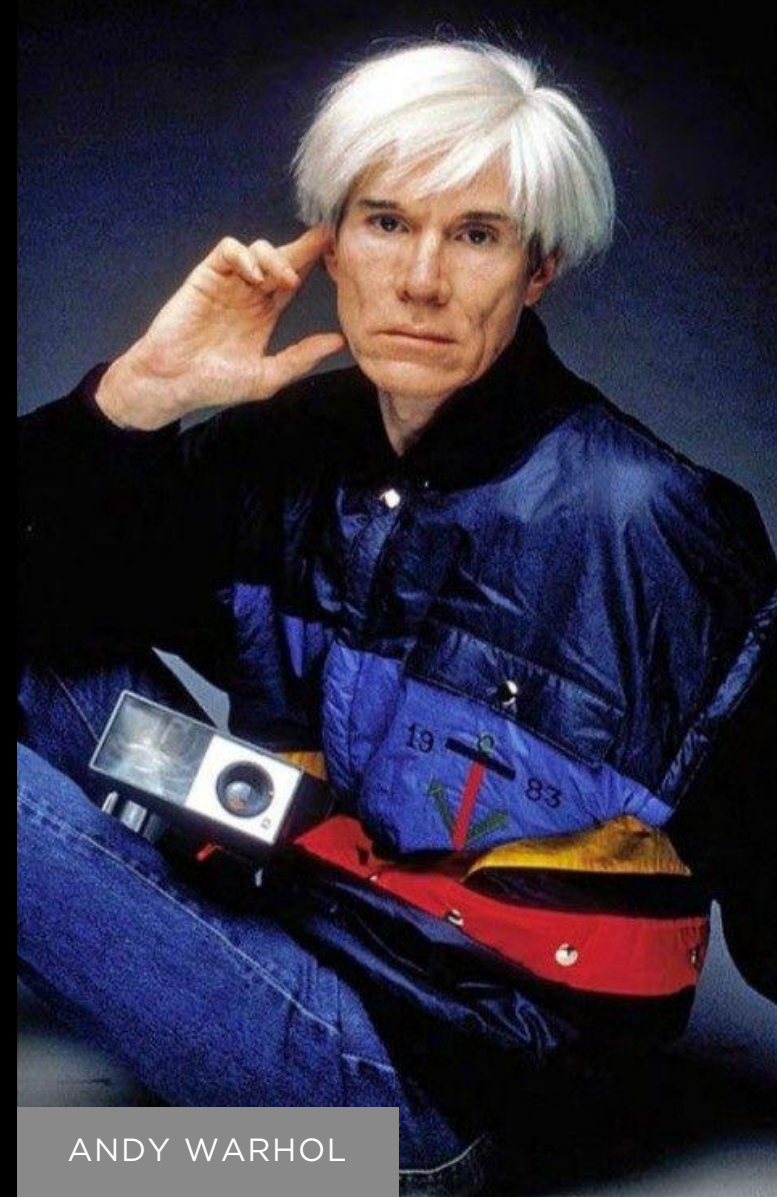
ICEBERG introduced a groundbreaking concept at the time, pioneering the market with the innovative idea of **deluxe sportswear**.



02. THE ICEBERG LEGACY

FOUNDED IN 1974, ICEBERG REPRESENTS A UNIQUE FUSION OF ITALIAN CRAFTSMANSHIP AND POP-CULTURAL INFLUENCE, WITH A BOLD AND IRONIC SPIRIT THAT CONTINUES TO EVOLVE.

- **Signature style: graphics, premium knitwear, and mix-material**
- **Strong identity rooted in bold visuals, iconic cartoon graphics, and playful irony**
- **Today's Creative Director James Long brings modern silhouettes and global relevance**
- **Backed by Gilmar's long-term vision and leadership**



ANDY WARHOL



VIVIENNE WESTWOOD



KRISTI E OLIVIERO
TOSCANI



FRANCO
MOSCHINO



Joan Charles de Castelbajac
e Giuliana Marchini



Kiki
e Oliviero Toscani



Ornella Diorio



Romina Pines
e Albano



Francesco Gabbani
e Alessandro Gassman



Lucilla Borini
e Piero Lucchini



Barbara Bach
e Ettore Sottsass



Cristina Rossi
e Elio Fiorucci



Indu Aurbak



Renzo Arbore



Carla Fracci
e Beppe Minicucci



Barbara Bouchet



Ornella Piccoli
e Claudio Razzoni



Patricia Pichent
e Giacomo Agostini



Tiziana Romanoff



Domiziana Giordano



Jo Squillo



Lina Sarti



Luciana Scarpone



Laura Morante



Cristina Chiari



Marco Bello



Claudio Pignatelli



Alessandro Mendini



Heather Parisi



Marina Sams



Tiziana Pini



Andrea Jannuzzi



Nicola Pietrangeli



Gigi Schimmi



Claudia Rinaldi



Marina Rinaldi
e Michele de Lucchi



Nadine Du Pasquier
e Giorgio Sordani



Judith de Saint Phalle
e Stephen Jones



Ennio Fini



Marianna Nappierolo



Massimo Riva



Gianni Dova



Nora Manzo Gini
e Pignola



Cecilia Litta



Titty Jones



Giulia Bocchi



Franco Muscino



Anna Menoni



Caterina Salsani



Mimmo Falduto



Alberto
e Carmelo Caputo



Daria Nicolodi



Tani Vanzanetti
e Mike Hill



Vivienne Westwood



Barbara Fusi,
Fabrizio Fusi e Maria



Alberto Costa



Rino Aniasi



Joe Pinoduro



Catherine de Castelbajac



Barbara De Rocco



Paolo e Pierina Gianni



Roberto Mancini
e Giandomenico Faghi



Ornella Fiumi

A tutti gli amici che raccontano
il nostro successo, un caldissimo grazie da

ICEBERG

03. RETHINKING PR

TRADITIONAL PR

- One-directional, media-focused, seasonal
- Visibility \neq connection

RELATIONSHIP PR

- Based on trust and market intimacy
- Built on real presence, consistency, and listening
- Success in Japan and Korea depends on showing up, not just being seen





**IN JAPAN AND KOREA, FOR INSTANCE, SUCCESS RELIES NOT JUST ON
VISIBILITY, BUT ON THE PERCEIVED INTEGRITY OF THE RELATIONSHIP.
YOU MUST SHOW UP.**

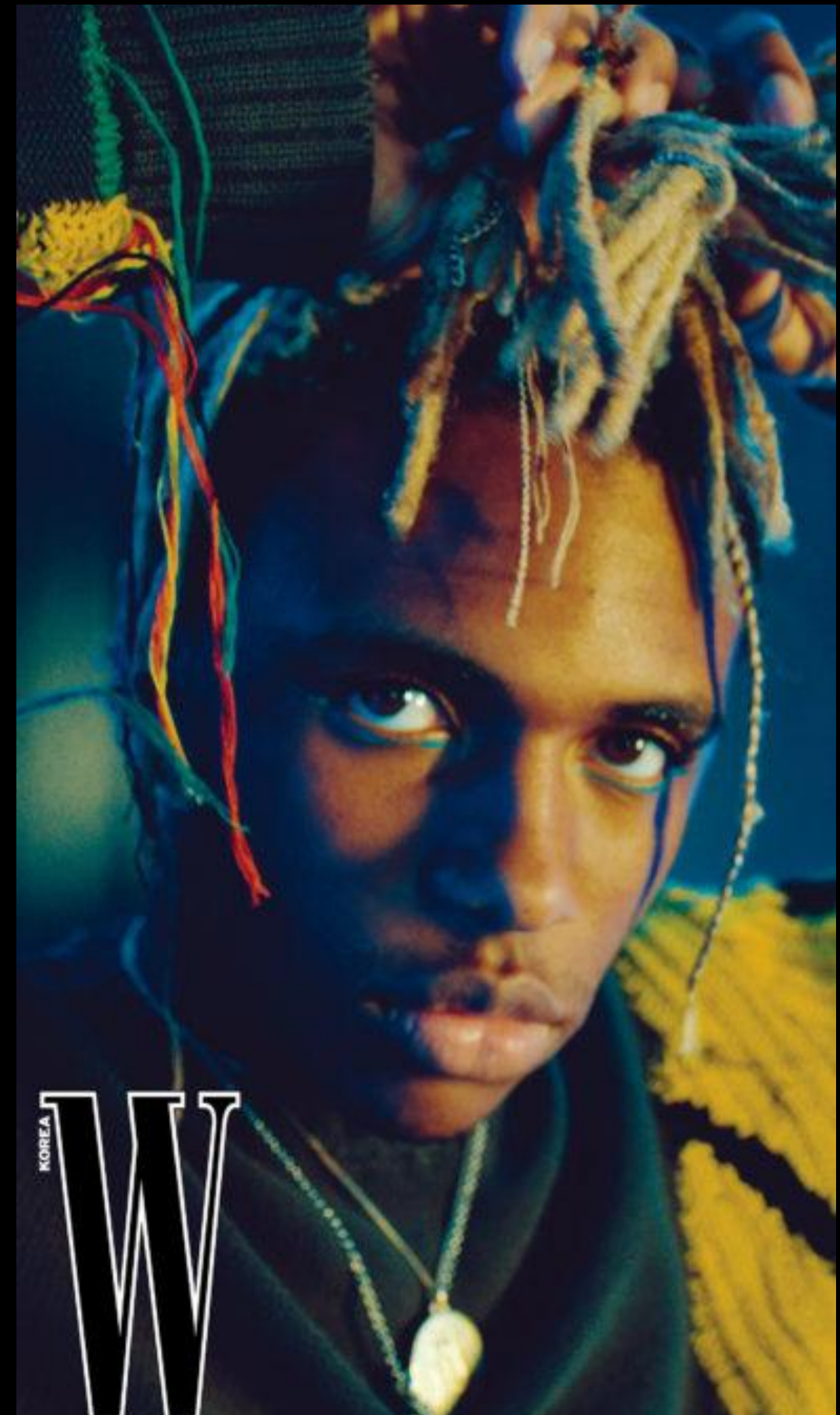
**NOT ONLY AT THE RUNWAY OR DURING SALES CAMPAIGNS, BUT AT THE STORE
LEVEL, IN LOCAL MEDIA, AND WITHIN CULTURAL CONVERSATIONS.**

03. RETHINKING PR

LOCAL ACTION, GLOBAL STORY

- PR becomes a local accelerator: from trunk shows to KOL co-curation
- Stylists involved in shaping events, not just attending
- Partners act as brand storytellers, part of the ICEBERG Familia, not just distributors

LOCAL STRATEGIES EMERGE FROM SHARED VISION, NOT JUST BRAND MANUALS



03. RETHINKING PR

TOOLS THAT MAKE IT WORK

- Content kits tailored per market (bilingual, contextualized)
- CRM previews and seasonal digital decks
- Training for in-store and digital storytelling

BRAND TEAM AS PARTNER, NOT CONTROLLER



03. RETHINKING PR

- BRANDS DON'T JUST TALK. THEY LISTEN
- PARTNERS AREN'T CHANNELS. THEY'RE COLLABORATORS
- PR IS NO LONGER ABOUT PLACEMENT, IT'S ABOUT PARTICIPATION
- FROM TOKYO TO SEOUL, RELATIONSHIP PR BUILDS EMOTIONAL EQUITY AND LONG-TERM TRUST

ICEBERG
GOLF



04. MARKET FOCUS: JAPAN

JAPAN IS A KEY LUXURY MARKET WHERE QUALITY AND HERITAGE ARE DEEPLY VALUED.

AN IDEAL CONTEXT FOR ICEBERG'S UNIQUE DNA.

The Brand made a strategic return in 2014 through a key partnership with Sann Freres, reestablishing its presence with long-term vision.

- **Ongoing brand-building via trunk shows (Tokyo & Osaka), stylist collaborations, and press engagement**
- **December 2024 rooftop event in Shibuya marked a milestone in our local-first strategy**
- **Local campaigns (led by Sann Freres) supported the opening of 3 branded pop-ups across Tokyo in early 2025**



04. MARKET RESULTS: JAPAN

- **POST-EVENT WEBSITE TRAFFIC +2.2X vs. PRE CAMPAIGN BASELINE**
- **OSAKA POP-UP: 42-DAY ACTIVATION GENERATED +38% BRAND RECALL AMONG EXISTING TAKASHIMAYA SHOPPERS**
- **POST-CAMPAIGN RETAIL IMPACT: 3 POP-UP STORES LAUNCHED IN TOKYO SINCE Q4 2024**
- **DIGITAL CAMPAIGNS CONTRIBUTED TO 2.2X INCREASE IN PAGE VISITS DURING ACTIVATION WINDOW**
- **NEW Q4 2025 POP-UP PLANNED WITH ELEVATED POSITIONING AND IMPROVED PRICING STRATEGY**



05. ICEBERG GOLF

ICEBERG GOLF DEBUTED IN 2024, REINFORCING THE BRAND'S EXPANSION IN ASIA WITH A FOCUS ON KOREA.

Launched to stand out in a saturated market, ICEBERG GOLF entered the market with a clear luxury positioning.

- **Launched via licensing agreement with a strategic partner**
- **Fuses performance sportswear with ICEBERG's fashion, luxurious aesthetic. A lifestyle Brand.**
- **Seoul flagship store opened in March 2024**
- **Rapid adoption among Korea's golf-fashion community**



06. MARKET FOCUS: KOREA

KOREA IS A FAST-PACED, DIGITALLY DRIVEN MARKET. IDEAL FOR LAUNCHING TREND-FORWARD CONCEPTS like ICEBERG GOLF.

- **Strategic launch supported by Seoul flagship in Cheongdam**
- **Influencer and celebrity activations blended retail with lifestyle storytelling**
- **Key placements in department stores (Shinsegae, Hyundai) ensure continuity**
- **Continued growth via strong performance on online platforms**
- **Sponsorship of tournaments and local athletes strengthens credibility**
- **OOH visibility in key golf and fashion districts reinforces premium image**



06. MARKET RESULTS: KOREA

- **RETAIL EXPANSION: 13 LOCATIONS ACROSS KOREA INCLUDING HYUNDAI, SHINSEGAE AND LOTTE**
- **+60% INCREASE IN Sell-in volume YoY (ICEBERG GOLF)**
- **Online growth: 2.5x traffic increase across Korean e-commerce channels post-launch**
- **Strategic KOL campaigns led to 5M+ impressions during ICEBERG GOLF rollout**
- **Retail VM co-designed with partners: improved in-store storytelling and sell-through**



07. IMPACT SUMMARY

- ASIA RETAIL GROWTH: **+16 NEW LOCATIONS** ACROSS JAPAN & KOREA IN 18 MONTHS
- DIGITAL IMPACT: **X2.3 INCREASE IN REGIONAL TRAFFIC, X3 CONTENT ENGAGEMENT YOY**
- ICEBERG GOLF: **+60% SELL-IN, 5M+ IMPRESSIONS** FROM INFLUENCER ACTIVITY
- **NEW POP-UPS PLANNED FOR Q4 2025:** REINFORCING LONG-TERM BRAND EQUITY

**RELATIONSHIP PR = MEASURABLE GROWTH IN VISIBILITY, CONVERSION,
AND LOYALTY**

08. VISION

TRUSTING THE LOCAL PARTNER, EMPOWERING THEM TO ACTIVATE WHILE REMAINING ALIGNED, IS WHAT ALLOWS ICEBERG TO ADAPT WITHOUT COMPROMISING IDENTITY.

THIS MINDSET IS WHAT TURNS A LICENSEE INTO A BRAND ALLY.



**AT GILMAR, WE BELIEVE BRANDS
DON'T JUST SELL COLLECTIONS, THEY
BUILD RELATIONS.**

Thank you!