

FRAME THE UNSTOPPABLE

ARMAND BASI × BERLIN ACTIVATION

EXECUTIVE SUMMARY

01 BRAND CONTEXT

Armand Basi is a Barcelona-born contemporary luxury label founded in 1986, positioned between mass-market and ultra-luxury. Present in 50+ countries, the brand blends Mediterranean avant-garde design with a heritage dating to 1940s artisan knitwear. Estimated annual marketing budget: €2.4M–€4M.
Position: accessible luxury — 1.5–2× Adolfo Dominguez, ~10× cheaper than Loewe.

02 THE OPPORTUNITY

Berlin's club scene (Berghain, Kit Kat) is one of the world's most recognised cultural institutions. Every weekend, thousands are turned away for dress code — a recurring emotional moment that is entirely unowned by any brand.
Where there is an emotional gap, there is a brand opportunity. Armand Basi can become the label that helps Gen Z & Gen Alpha express themselves with confidence — not changing who they are, helping them show it.

03 THE BIG IDEA – "A SECOND CHANCE TO EXPRESS YOURSELF"

A branded caravan parks outside Berlin's most iconic clubs.
Anyone turned away for the dress code receives a free 5-minute styling session in Armand Basi — then returns to the door, confident and let in. Every session is a story. Every story is content.

01 REJECTED Turned away at the door	02 CARAVAN Armand Basi pop-up arrives	03 STYLED Free 5-min styling session	04 ACCEPTED Back at the door — and in
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04 TARGET AUDIENCE

MILLENNIALS 1981 – 1992	OLDER GEN Z 1993 – 1998	ZILLENNIALS 1999 – 2012
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Urban professionals, nightlife participants — confident, bold, expressive, inclusive. Two core personas: Frederick (24) seeks insider credibility via Resident Advisor; Violet (20) is driven by self-expression and TikTok-led discovery.

05 CONTENT & MEDIA STRATEGY

CONTENT PILLARS

- TRANSFORMATIONS**
"Rejected → Accepted" 30-sec films
- CLUB GUIDES**
"What to Wear to Berghain" utility content
- STREET STYLE**
Real flash photography outside clubs
- DJ CHATS**
Gifted product · podcast & interview clips

FULL-FUNNEL MEDIA

- AWARENESS**
IG Reels · YouTube Shorts · AI films
- CONSIDERATION**
Resident Advisor · Sleek Magazine
- CONVERSION**
Armand Basi landing page / RSVP
- RETENTION**
AI chatbot via caravan QR code
- ADVOCACY**
UGC — #SecondChanceFit

06 INVESTMENT PLAN — €500,000 OVER 24 MONTHS

PHASE 1 · 6 MONTHS · €300,000	PHASE 2 · 18 MONTHS · €200,000
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CATEGORY	PHASE 1 (6 MO)	PHASE 2 (18 MO)	TOTAL (2 YR)
Caravan Rental & Equipment	€25,000	€27,000	€52,000
Staffing	€80,000	€80,000	€160,000
AI & Technology	€40,000	€20,000	€60,000
Media & Advertising	€70,000	€65,000	€135,000
Product & Giveaways	€45,000	€35,000	€80,000
Management & Contingency	€40,000	€23,000	€63,000
TOTAL	€300,000	€200,000	€500,000

Context: €500K = ~10% of one year's annual marketing spend — low-risk, high-upside.

07 PROJECTED RETURNS

SCENARIO	PESSIMISTIC	REALISTIC	OPTIMISTIC
People styled	1,200	2,500	4,000
UGC posts	400	1,200	2,500
Direct sales	€50,000	€350,000	€600,000
Earned media value	€100,000	€350,000	€600,000
Total return	€210,000	€1,000,000	€1,700,000
ROI	-58%	+100%	+240%

08 THE ASK

APPROVE PHASE 1 — €300,000

Six months, Berlin immersion — caravan, AI films, styling team, media & product.
On Phase 1 success → approve Phase 2: €200K to expand over 18 months.

- Even the pessimistic case recovers ~42% of the Phase 1 budget.
- €500K = approximately 10% of one year's marketing spend.
- Expected return (realistic): €1,000,000 on €500,000 invested (+100% ROI).

Armand Basi has the heritage. DATS Agency brings the moment.
Let's start in Berlin — this summer.