Massimo Dutti elevates brand positioning with launch of Studio line

By Triana Alonso  -  April 26, 2022

The Inditex group's most mature and formal brand continues to shape its product range. A necessary strategy after the hit from the pandemic, when Massimo Dutti, known for its elegant clothing for events or the office, was impacted far more than the Spanish conglomerate’s other brands. Aiming to take "sophistication one step further", it will launch a new Studio line, which already has a differentiated brand image and a more modern and refined logo than that of the main brand.

"Through Studio, the brand maintains the utmost level of cutting-edge trendiness and sophisticated designs for special occasions," explained Massimo Dutti about the more premium positioning of the new line, which will be available starting on Thursday, May 5, in select stores and on the brand's online website. Massimo Dutti has historically been one of the brands of the group, founded by Amancio Ortega, to offer higher prices and higher quality products, with jackets and trench coats retailing at around 150 or 250 euros respectively.

Designed as a capsule collection, the Studio project aims to offer "timeless and innovative" apparel and accessories. "With this new creative and commercial project, Massimo Dutti is making the most of its presence and visibility in international markets such as the United States, Canada, Mexico and Turkey," the brand explained.
This strategic move comes shortly after the Inditex group announced last September the acquisition and closure of all stores of its affordable luxury chain, Uterqüe. Although the company initially announced that the collections of the premium chain would be incorporated into Massimo Dutti's product range, all signs indicate that the Studio line's launch represents a change of direction for this initial strategy.

In terms of turnover, Massimo Dutti ranks second to last in the group, ahead of the sportswear and homewear brand Oysho. In the last financial year, the brand increased its sales by 30% to €1.653 billion, which nevertheless lagged 13% behind the revenue figures recorded in 2019. Meanwhile, the Inditex group raised its turnover by 36% to €27.7 billion during the same period. At the end of the year, Massimo Dutti had 682 stores, 560 company-owned stores and 122 franchises, compared to 762 stores a year earlier.

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