

ANDREA BUTTÒ

10/10/2025

REBRANDING ROA

-FROM DOLOMITIES TO THE WORLD-



INTRODUCTION

The new ROA logo emerges from the need to distill the brand's evolution into a single graphic symbol: from a fashion-tech label to a leading voice in contemporary outdoor culture. The triangle, an archetypal shape of the mountain, becomes the vessel of a vision that is vertical, radical, and self-aware.

ROA DOESN'T PIVOT—IT ASCENDS





CHALLENGES

HOW CAN ROA REDEFINE ITS BRAND
STRATEGY?

Can a brand born from design become essential to those who live for performance?

ROA'S PATH TO OUTDOOR CREDIBILITY

REDEFINING ROA: WHERE DESIGN MEETS PERFORMANCE

Challenge:

ROA is revered for avant-garde design, but lacks credibility among outdoor and sport consumers.



- **Design as Function:** Highlight technical specs grip, durability, weather resistance.
- **Field Validation:** Endorsements from athletes, outdoor experts, real terrain testing.
- **Credible Collabs:** Partner with sport professionals, not just designers.
- **Narrative Evolution:** “Crafted for the wild” where style meets survival

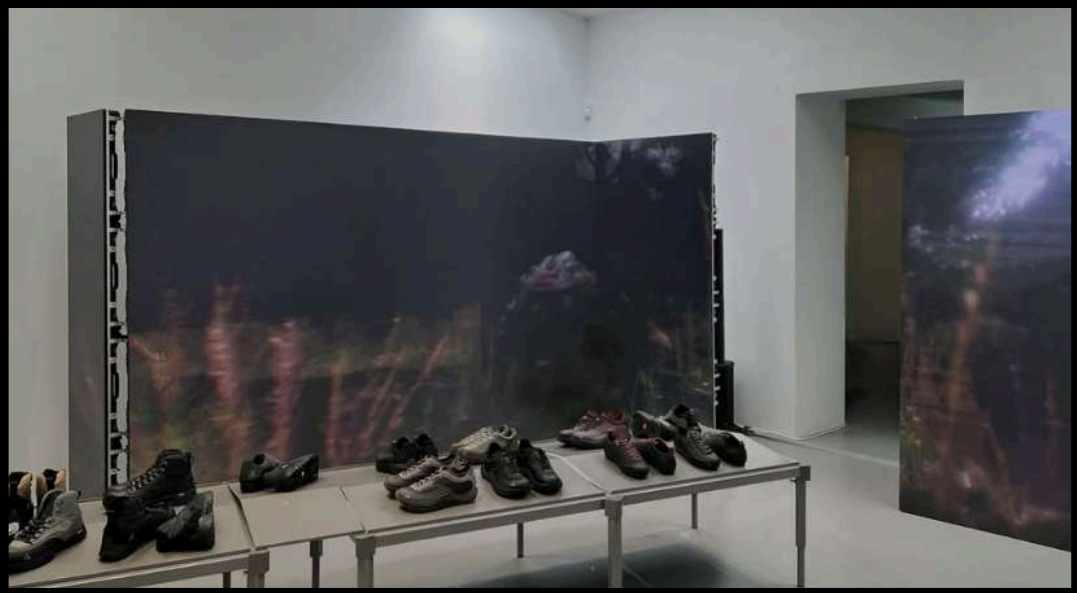


From design admired → to performance trusted

OUTCOME:

ROA BECOMES THE BRAND THAT REDEFINES MOVEMENT IN NATURE—WITH STYLE, STRENGTH, AND SOUL

ROA: NOT MADE
FOR THE
MARKET MADE
TO MOVE IT



ROA IS NOT JUST GEAR—IT’S A PHILOSOPHY OF MOVEMENT

VALUE PROPOSITION

- **Design-Driven Innovation:** Radical aesthetics meet technical mastery
- **Material Intelligence:** Experimental fabrics, sustainable choices, tactile storytelling
- **Cultural Credibility:** At the intersection of fashion, sport, and subculture
- **Narrative Power:** Every product tells a story of terrain, transformation, and identity



ROA’S EDGE:
BEYOND THE
EXPECTED

Challenge: In a saturated market of performance brands, ROA must stand apart —not by competing on specs, but by rewriting the rules.

Strategic Differentiation:
Don’t mimic the leaders—create the category
Own the “design-performance” hybrid space
Build emotional resonance with explorers, not just athletes



OUTCOME:

ROA BECOMES THE BRAND THAT INSPIRES A NEW GENERATION OF MOVEMENT
BOLD, INTENTIONAL, AND BEAUTIFULLY UNORTHODOX

ROA TURNS RETAIL INTO RITUAL, AND MARKETING INTO MOVEMENT



SKETCHED IN
SILENCE,
CONFIRMED
IN STORMS.

RETAIL:

- Curate hybrid spaces: concept meets function
- Activate pop-ups in alpine towns, trail hubs, and urban sport districts
- Educate through experience, materials, testing, terrain stories

DESIGN MEETS
TERRAIN IN
CURATED
PHYSICAL
FORM.

**TEMPORARY
SPACES.
PERMANENT
IMPACT.**

MARKETING:

- Tell origin stories that connect design to terrain
- Use visual language that blends brutalist aesthetics with natural environments
- Campaigns like “Born in the Studio, Proven in the Wild”

**EVERY SHAPE HAS
A SOURCE. EVERY
TERRAIN WRITES
THE REST.**

**GEOMETRY
MEETS
GEOLOGY.**



LEARNING BY WALKING—
ROA EDUCATES
THROUGH EXPERIENCE.

Challenge:

ROA must make its design legacy walk the wild—through campaigns, alliances, and curated reach.



**STRATEGIC PARTNERSHIPS. SELECTIVE PLACEMENT. ROA SCALES WITHOUT LOSING ITS
EDGE.**



**FROM SUMMIT
TO STREET: ROA
WALKS BOTH
WORLDS.**

PARTNERSHIPS:

- Collaborate with outdoor athletes, explorers, and cultural curators
- Co-create gear with sport innovators and avant-garde designers
- Build bridges between performance and subculture

BUILT WITH
ATHLETES.
SHAPED BY
ARTISTS.

**ROA MOVES WITH THOSE
WHO SHAPE THE TERRAIN
AND THE CULTURE.**

DISTRIBUTION:



**ROA DOESN'T SHOWCASE THE
PRODUCT - IT TELLS THE
JOURNEY.**

**ROA ISN'T SOLD
IT'S
DISCOVERED.**

- Expand into outdoor/sport channels without losing design edge
- Leverage selective placement to preserve brand mystique
- Use digital platforms to narrate product journeys from lab to landscape

**ROA CRAFTED TO
BE WORN.
DESIGNED TO BE
FELT.**



OUTCOME:

ROA BECOMES THE BRAND THAT FUSES CULTURAL DEPTH WITH OUTDOOR CREDIBILITY—DESIGN-LED, TERRAIN-READY, AND EMOTIONALLY RESONANT.



GOALS & OBJECTIVES

HOW CAN ROA REACH THE
CUSTOMERS' HEARTS?

ROA BRAND MANIFESTO

OBJECTIVE:

DEVELOP A CLEAR STRATEGY AND POSITIONING
THAT REFLECT ROA'S EVOLUTION FROM
FASHION-ROOTED TO OUTDOOR-FOCUSED.

WE BUILD GEAR THAT
PERFORMS, ADAPTS,
AND ENDURES.

WE BUILD GEAR
DESIGNED TO
RETURN, NOT TO
WASTE — CIRCULAR
BY DESIGN,
RESILIENT BY
NATURE.

WE BUILD GEAR FOR
UNPREDICTABLE
TERRAIN. AND FOR A
PREDICTABLE
FUTURE...
A GREENER ONE

We design for terrain.

We innovate for the planet.

ROA is built for movement across unpredictable landscapes. From alpine ridges to urban concrete, our products merge technical precision with aesthetic clarity. We believe in gear that performs, adapts, and endures. Our partnership with Resortecs enables circular design solutions thanks to that extend product life and reduce waste, without compromising performance.

We engineer resilience

for gear and ecosystems. Every material, every stitch, every sole is chosen not only for durability, but for its environmental footprint. We believe technical innovation must serve both the user and the planet.

We move with purpose.

ROA is not just a brand. It's a tool for exploration and a commitment to responsible design. A bridge between aesthetic culture, outdoor performance, and environmental stewardship.

WE BUILD GEAR
THAT RESPECTS
THE TERRAIN
IT'S MADE FOR.

WE BUILD GEAR
THAT LEAVES
NO TRACE —
EXCEPT
PERFORMANCE.

WE BUILD GEAR
THAT CARRIES
VALUES, NOT
JUST WEIGHT.

ROA BRAND PILLARS

SUSTAINABILITY COMMITMENT

Innovation must respect the ground it's built for.
Circularity is a technical standard.

"No virgin plastics. No microplastics. Built to return."

TERRAIN

ROA is engineered to perform
across real environments.

**"From alpine ridges to urban
concrete."**

TECHNICAL PRECISION

Every detail serves a function —
nothing is ornamental.

**"Vibram sole. Waterproof shell.
Zero compromise."**

FUNCTIONAL AESTHETICS

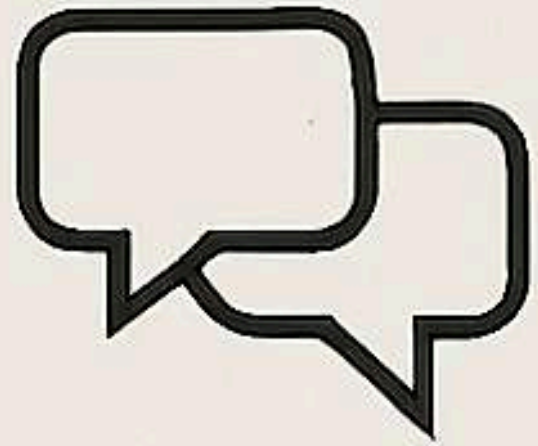
Design follows terrain, merging minimalism with performance.

"Minimal lines. Maximum traction."

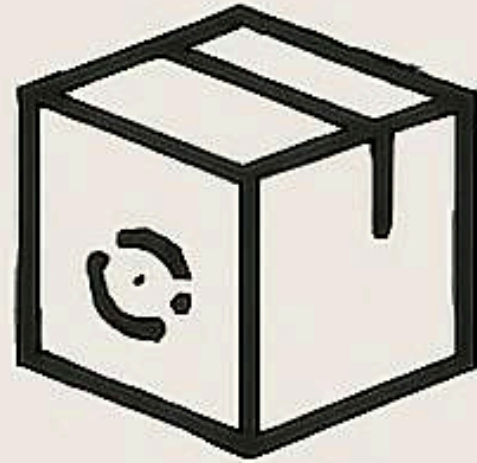
OUTPUT:

DOCUMENTED NEW TONE OF VOICE - OUTDOOR BRAND MANIFESTO -
NARRATIVE PILLARS FOR CAMPAIGNS, WEBSITE, SOCIAL MEDIA, AND PR. - BRIEF FOR CONTENT CREATORS AND COPYWRITERS.

ROA DESIGN TOUCHPOINTS



**SOCIAL
TEMPLATES**



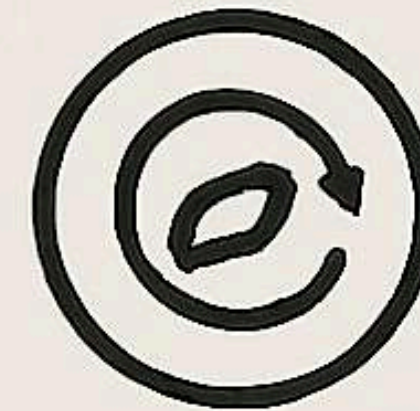
PACKAGING



**RETAIL
DISPLAYS**



WEBSITE



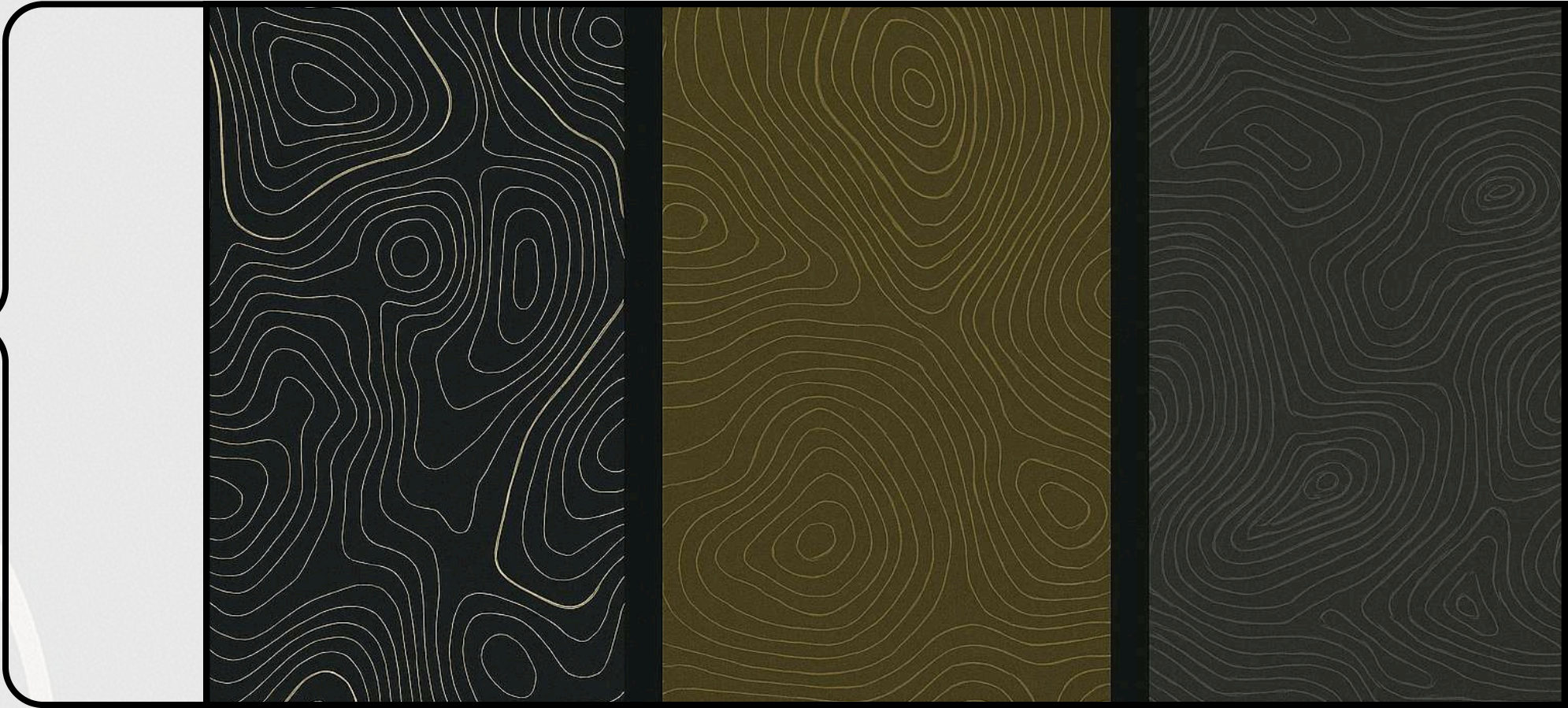
CIRCULARITY



**PRODUCT
TAGS**

ROA BRAND VISUAL

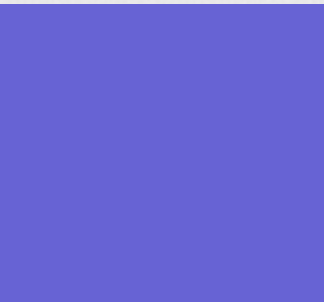
Introduce terrain-inspired design elements: topographic textures, gear-like iconography, modular grids.



CONSTRUCTED
RECTILINEAR
CONDENSED

Refine
typography
and color
palette: use
condensed
sans-serif
fonts and
natural
tones

SLATE HEX #6763D4 RGB 103, 99, 212



MOSS HEX #9C9C53 RGB 156, 156, 83



BASALT HEX #2F2F2F RGB 47, 47, 47



ROA BRAND APPLICATION

WEBSITE: REDESIGNED WITH MODULAR GRIDS, TEXTURED BACKGROUNDS, AND CONSISTENT TYPOGRAPHIC HIERARCHY.

+ ADD MORE PAGE/FUNCTION IN THE FOOTER:

SEE

[HTTPS://WWW.SALOMON.COM/IT-IT](https://www.salomon.com/it-it)

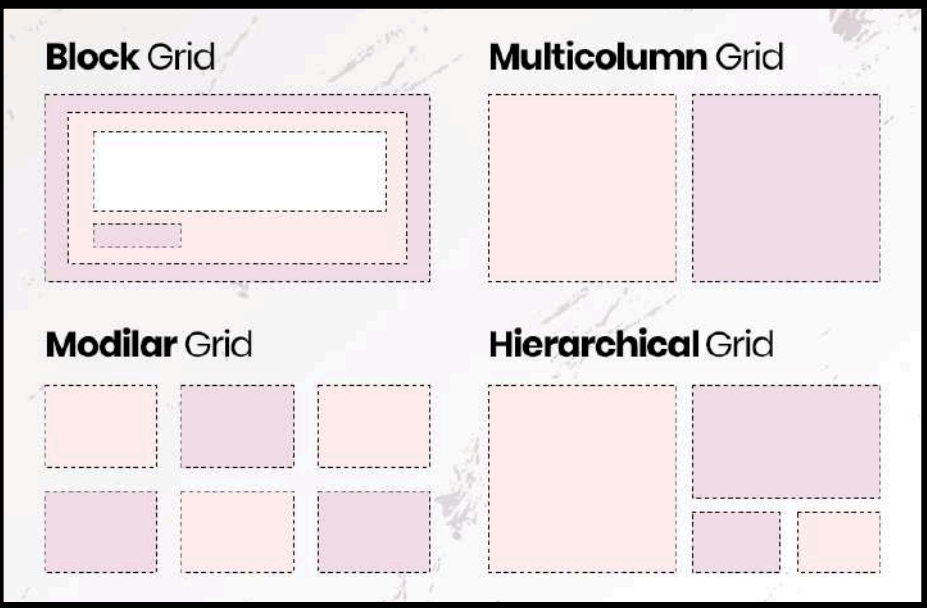
[HTTPS://WWW.THENORTHFACE.COM/IT-IT](https://www.thenorthface.com/it-it)

URL:

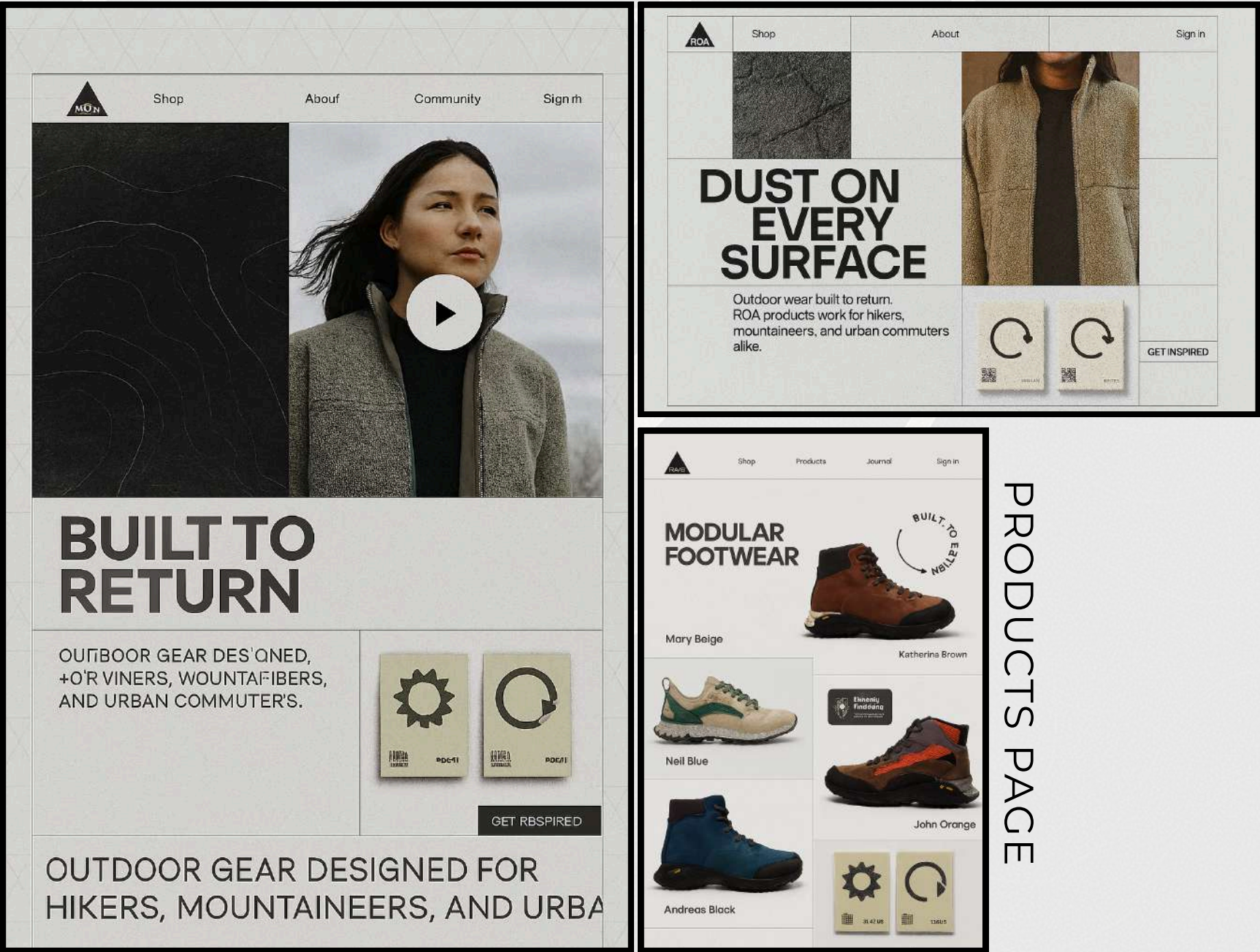
[HTTPS://WWW.ROA-HIKING.COM/](https://www.roa-hiking.com/)

BOOSTED WITH SHOPIFY PLUS

LANDING PAGE NOW

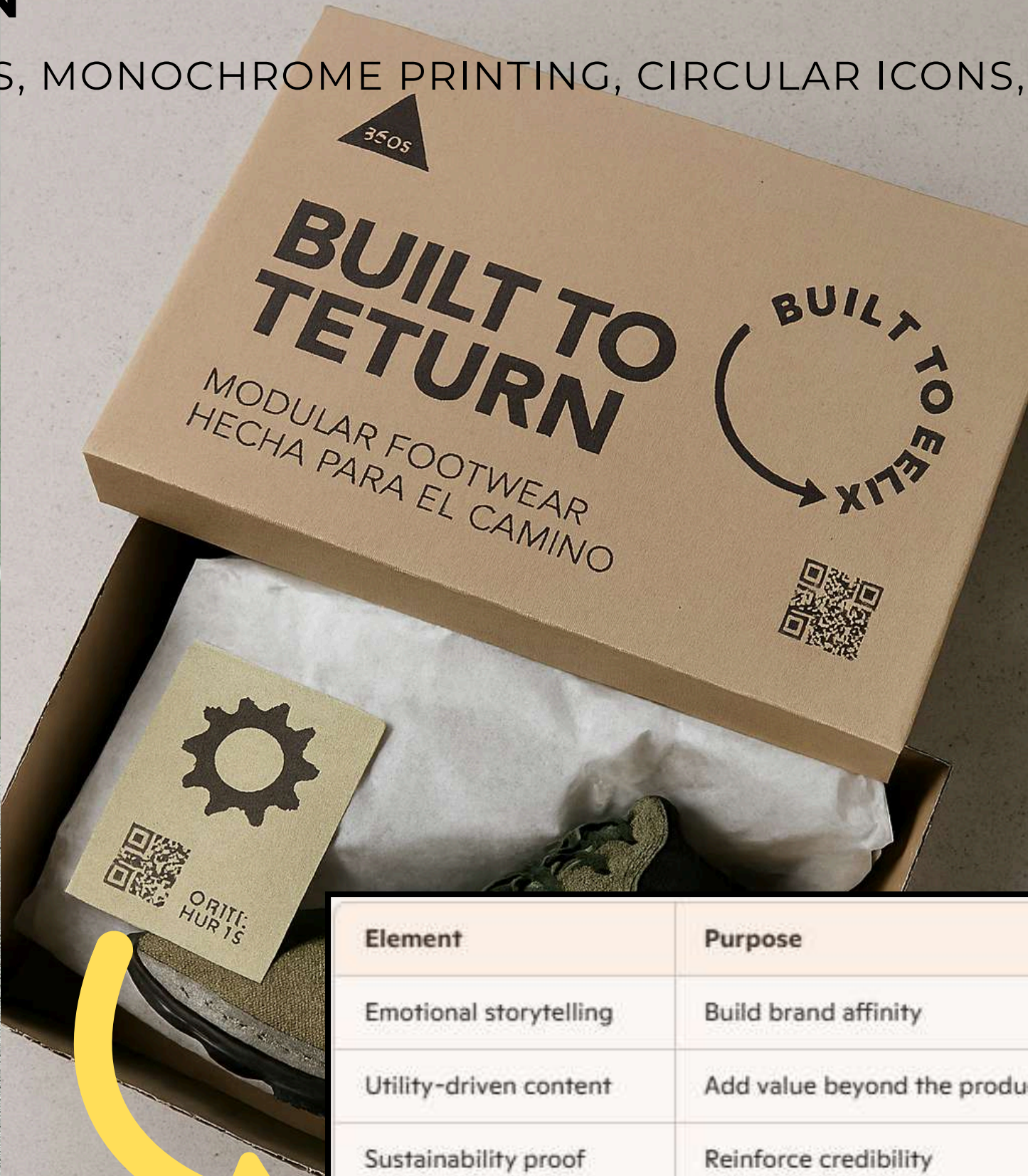


LANDING PAGE AFTER



ROA BRAND APPLICATION

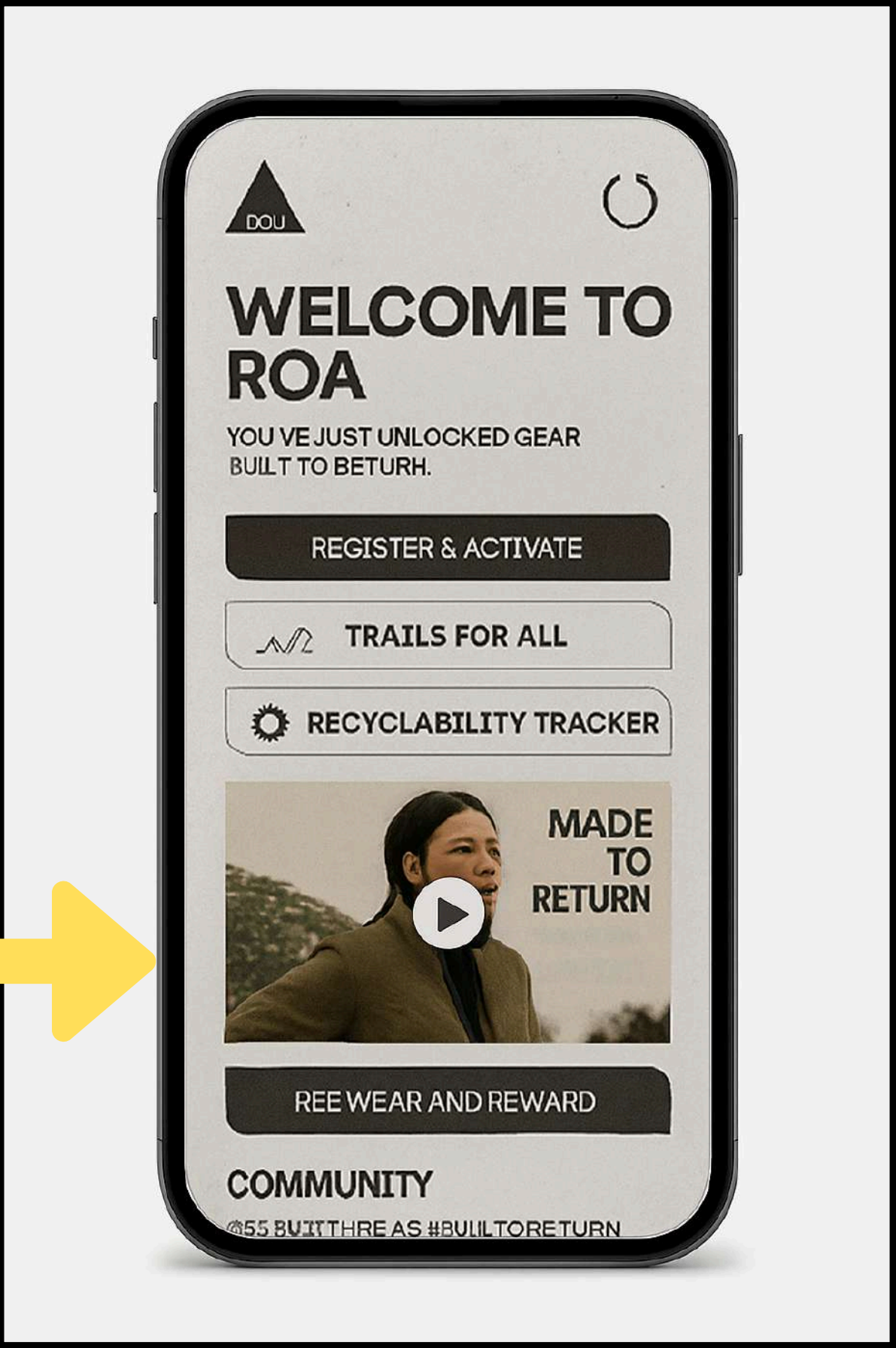
PACKAGING: RECYCLED MATERIALS, MONOCHROME PRINTING, CIRCULAR ICONS, AND QR CODES FOR DIGITAL GIFTS.



Element	Purpose	Format Suggestion
Emotional storytelling	Build brand affinity	Short video or manifesto text
Utility-driven content	Add value beyond the product	Trail maps, gear tips
Sustainability proof	Reinforce credibility	Interactive infographic
Personalization	Make the experience feel tailored	Dynamic content based on user
Shareability	Encourage organic reach	Social CTA + branded visuals
Loyalty incentives	Drive repeat engagement	Points, badges, discounts

ROA BRAND APPLICATION

ROA CUSTOM APP: EXTEND THE BRAND EXPERIENCE AND EMPOWER BOTH USERS AND CREATORS.



MICROSITE STRUCTURE (DOWNLOAD VIA QR CODE INSIDE PACKAGING)

1. WELCOME & ACTIVATION

Scan QR to unlock specs, origin, care instructions
Register gear for warranty, updates

2. DIGITAL GIFT SECTION

Trail maps, playlists, terrain-inspired visuals
Seasonal drops: AR filters, digital art
collabs with other digital gift providers

3. SUSTAINABILITY TRACKER

Impact tracker: CO₂ saved, gear returned
Join ROA's return/reuse program
Earn badges, visualize your Circular Score

4. BEHIND-THE-SCENES CONTENT

Embedded video: Made to Last — short doc on ROA's design philosophy, testing, and terrain inspiration.

5. COMMUNITY & SOCIAL CTA

Share gear stories, trail photos, urban adventures
Access ROA Journal & exclusive content
Creator mode: branded templates for social

6. LOYALTY & GAMIFICATION

Button: Rep Wear and Reward — earn points for sharing, exploring, or returning gear.

Badges: "Urban Explorer," "Trail Initiate," "Circular Citizen"... Obtain digital rewards.

ROA BRAND APPLICATION

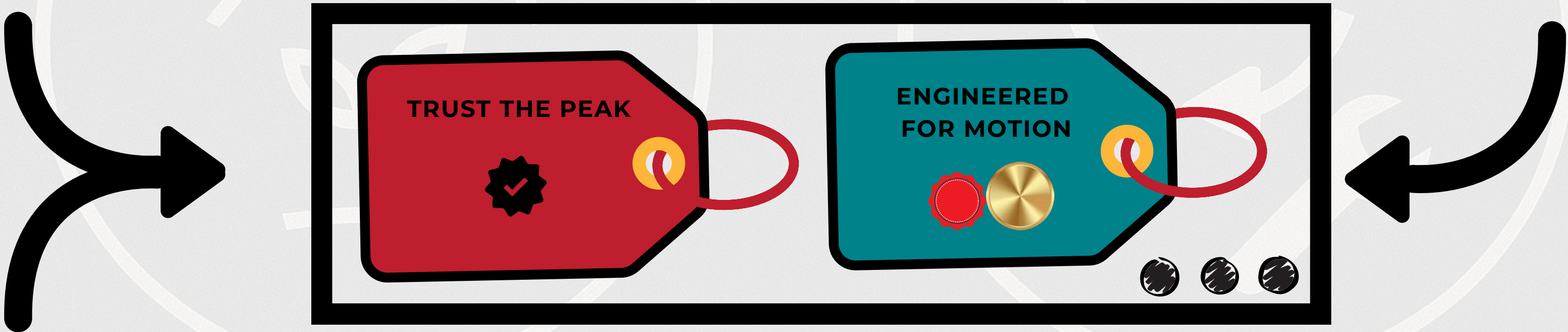
PRODUCT TAGS: MICRO-MESSAGES, COLOR CODES, AND TECHNICAL BADGES. REAL AND WEBSITE PRODUCTS.

SHORT, HIGH-IMPACT PHRASES PRINTED ON TAGS, PACKAGING, OR DIGITAL CARDS THAT ENCAPSULATE BRAND PHILOSOPHY AND PRODUCT PURPOSE.

EXAMPLES:
BUILT TO RETURN → CIRCULARITY AND DURABILITY
ENGINEERED FOR MOTION → PERFORMANCE AND TERRAIN AD.
TRUST THE PEAK → COMMUNITY AND OUTDOOR ETHOS

ICONS OR CERTIFIED MARKS THAT COMMUNICATE PRODUCT FEATURES, MATERIALS, OR PERFORMANCE CAPABILITIES.

BADGE TYPES:
VIBRAM® CERTIFIED → OUTSOLE PERFORMANCE
WATER RESISTANT CERTIFIED → VERIFIED IMPERMEABILITY
ENERGY & ENDURANCE → LONG-DISTANCE WEAR
MODULAR FIT → INTERCHANGEABLE OR ADAPTABLE COMPONENTS



A VISUAL SYSTEM THAT CATEGORIZES PRODUCTS BY FUNCTION, SUSTAINABILITY LEVEL, OR TERRAIN TYPE USING CONSISTENT COLOR LOGIC.

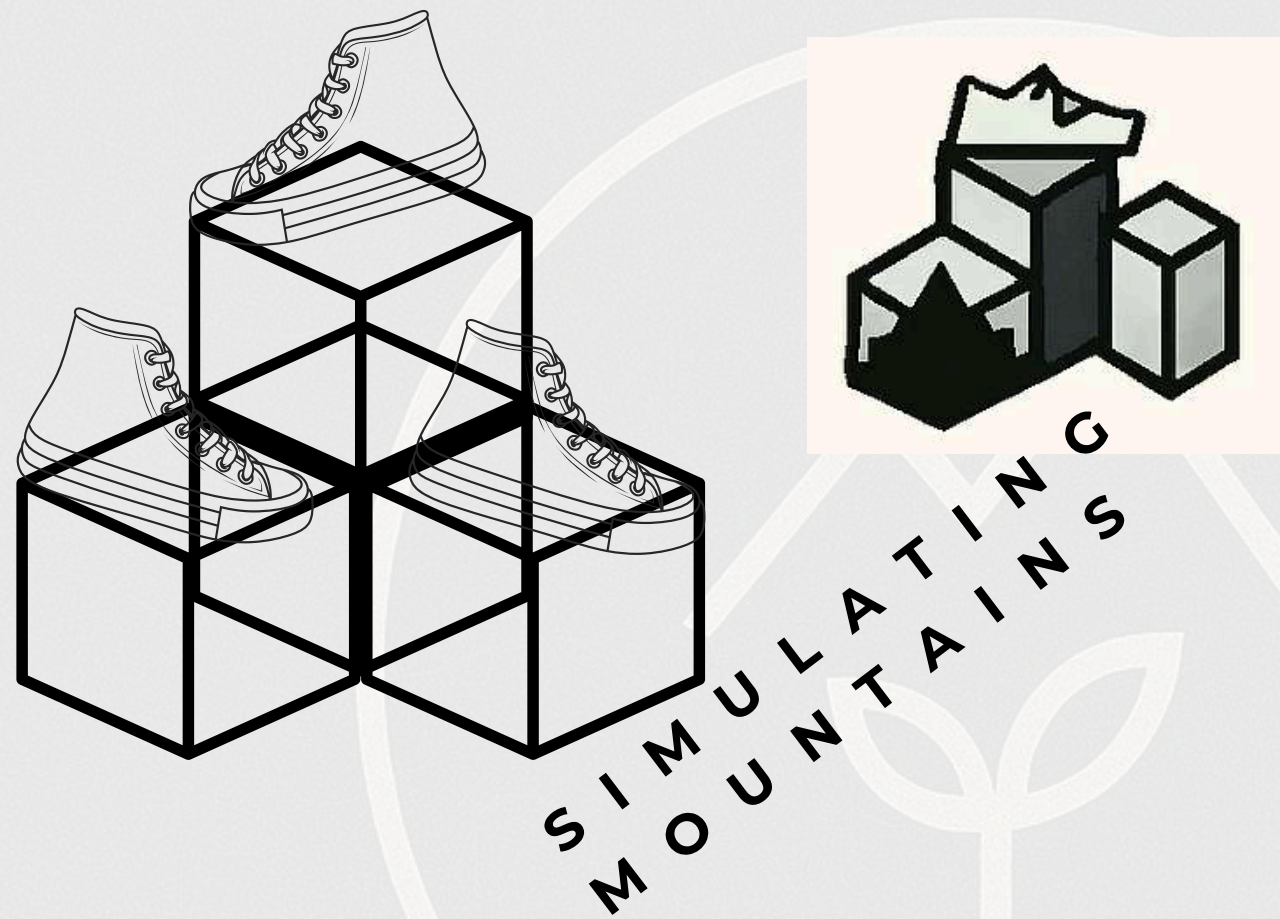
SUGGESTED PALETTE LOGIC BY USING THE FOUR NATURAL ELEMENTS:

- VISUAL CUES TO DIFFERENTIATE PRODUCT LINES AND VALUES
- EARTH → BROWN/GREEN** → SUSTAINABILITY / RECYCLABILITY
 - FIRE → ORANGE/RED** → PERFORMANCE / DURABILITY
 - WIND → GRAY** → URBAN / MINIMAL AESTHETICS / DESIGN
 - WATER → BLUE/LIGHT BLUE** → COMFORT/ALL AROUND

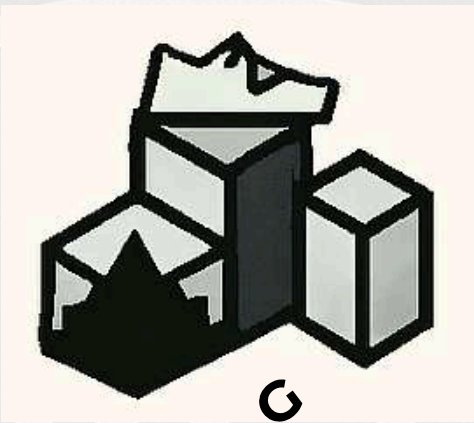


ROA BRAND APPLICATION

RETAIL DISPLAYS: LAYERED VISUAL COMPOSITIONS, TOPOGRAPHIC PANELS, AND ENVIRONMENTAL STORYTELLING.



CREATE DEPTH AND
NARRATIVE FLOW ACROSS
THE RETAIL SPACE
HIGHLIGHT KEY PRODUCTS,
SEASONAL DROPS, OR
TERRAIN THEMES
COMBINE TEXTURES,
LIGHTING, AND MODULAR
STRUCTURES FOR IMPACT



EVOKE NATURAL
LANDSCAPES OR
MATERIAL
ORIGINS
REINFORCE
SUSTAINABILITY,
LOCAL SOURCING,
AND TERRAIN
INSPIRATION
SERVE AS
IMMERSIVE
BACKDROPS OR
MODULAR
SIGNAGE



CRAFT
EMOTIONS

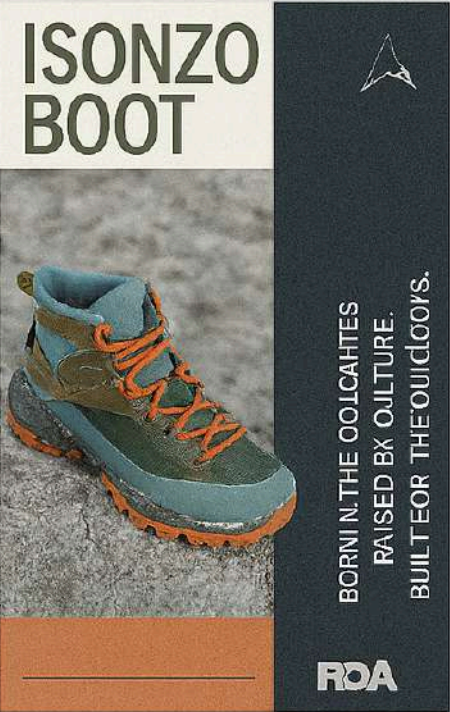
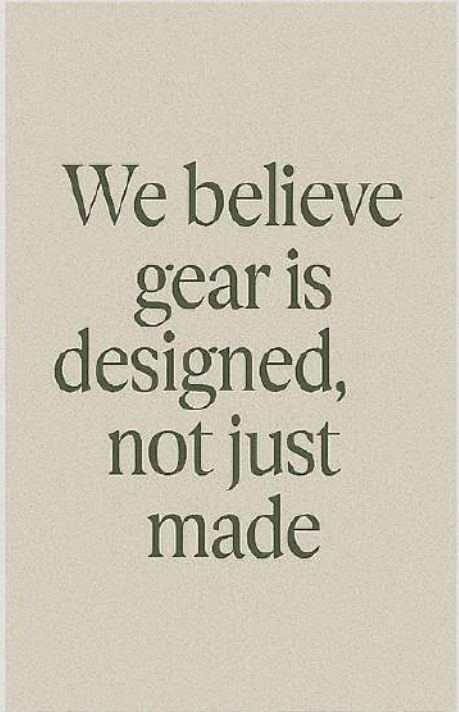
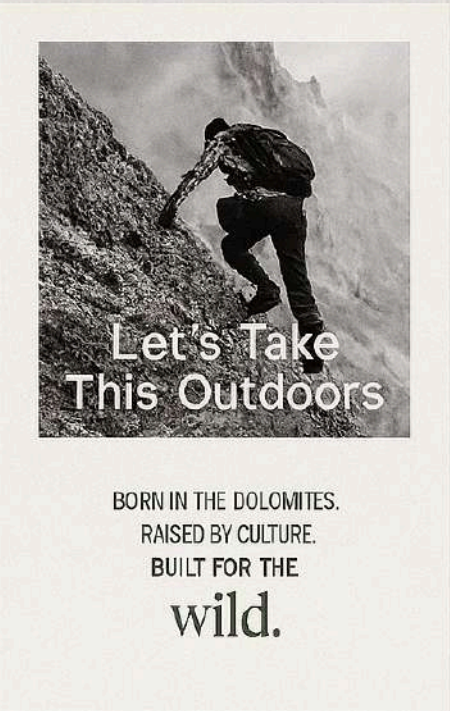
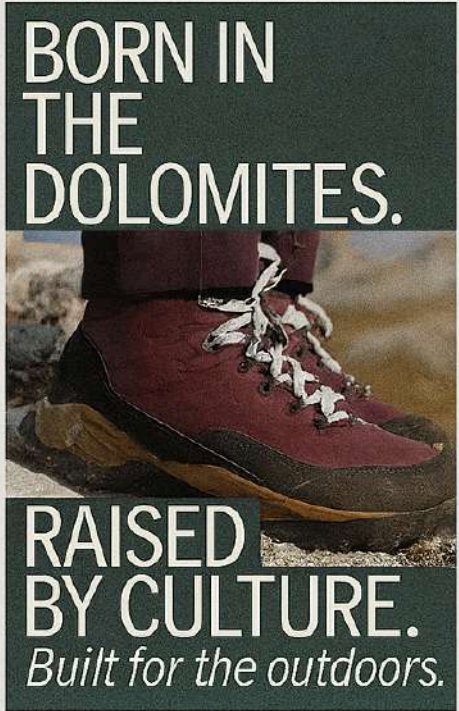


COMMUNICATE
VALUES

TRANSFORM THE STORE
INTO A BRAND
EXPERIENCE
COMMUNICATE VALUES
LIKE CIRCULARITY,
REGENERATION, AND
INNOVATION
ENGAGE VISITORS
EMOTIONALLY
THROUGH CURATED
SPATIAL NARRATIVES

ROA BRAND APPLICATION

SOCIAL MEDIA TEMPLATES: FLEXIBLE LAYOUTS WITH COHERENT TEXTURES, FONTS, AND PALETTE — READY FOR CREATORS AND PR. ENSURE ROA’S VISUAL IDENTITY IS CONSISTENTLY EXPRESSED ACROSS ALL SOCIAL PLATFORMS, EMPOWERING CREATORS, PRESS TEAMS, AND COLLABORATORS TO COMMUNICATE THE BRAND WITH CLARITY, STYLE, AND AGILITY.



KEY FEATURES OF THE TEMPLATE SYSTEM

MODULAR LAYOUTS:

Optimized for Instagram, TikTok, LinkedIn, FACEBOOK and Stories
Includes formats for product drops, campaign teasers, trail activations, and editorial storytelling

COHERENT VISUAL LANGUAGE:

Textures: Alpine-inspired surfaces (rock grain, snow dust, technical mesh)
Fonts: Editorial sans-serif + performance monospace pairing

Palette: Neutral base (stone, ash, off-white) with accent tones (signal orange, alpine green, Dolomite blue)

DYNAMIC CONTENT ZONES:

Space for quotes, product specs, campaign headers, and creator credits

EASY-TO-SWAP MODULES FOR SEASONAL OR REGIONAL ADAPTATIONS

READY FOR ACTIVATION

CREATOR PACKS:

Pre-built templates for influencers, athletes, and collaborators
Editable in Canva, Figma, and Adobe formats

PR TOOLKITS:

Press-ready assets for product launches and campaign coverage
Includes caption suggestions, hashtags, and brand tone guidelines

LOCALIZATION-READY:

Templates support multilingual rollout (Italian, English, Japanese, Mandarin)
Regional adaptations maintain brand integrity

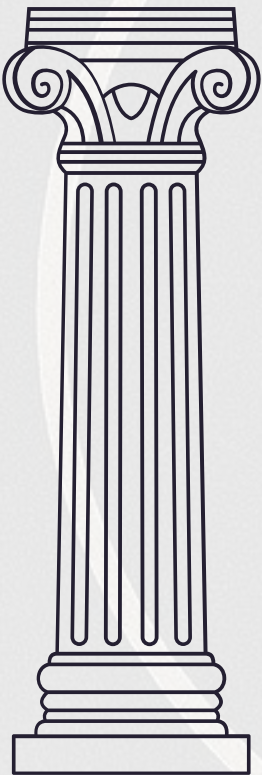
OUTCOME: A SCALABLE, VISUALLY COHERENT SYSTEM THAT AMPLIFIES ROA’S REBRANDING ACROSS DIGITAL CHANNELS—ENSURING EVERY POST, STORY, AND SHARE REFLECTS THE BRAND’S HYBRID DNA:
“BORN IN THE DOLOMITES. RAISED BY CULTURE. BUILT FOR THE OUTDOORS.”

ROA USP

OBJECTIVE:
IDENTIFY ROA'S UNIQUE SELLING PROPOSITION (USP) AND
ENSURE IT IS CONSISTENTLY EXPRESSED ACROSS
TOUCHPOINTS.

“BORN IN THE DOLOMITES. RAISED BY CULTURE. BUILT FOR THE OUTDOORS.”

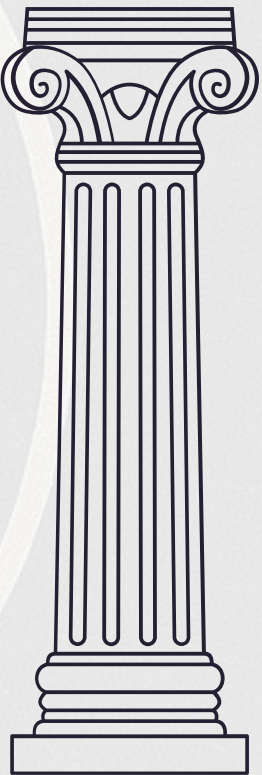
ROA’s USP lies in its fusion of avant-garde design culture with high-performance outdoor functionality, rooted in Italian craftsmanship and alpine heritage. Unlike traditional outdoor brands that prioritize technical specs or fashion labels that focus on aesthetics, ROA uniquely bridges both worlds—delivering gear that performs on rugged terrain while resonating with cultural tastemakers.



1° PILLAR - BORN IN THE DOLOMITES
QUALITY - ITALIANITY -
SUSTAINABILITY

MARKET	TAGLINE
North America	<i>“Crafted in the Dolomites. Engineered for extremes. Styled for movement.”</i>
Asia (Japan/Korea)	<i>“Italian precision. Alpine purity. Designed for modern explorers.”</i>
China	<i>“Made in Italy. Built for nature. Worn by culture.”</i>
Global (Editorial)	<i>“We were born in the Dolomites. We grew through culture. We build for the wild.”</i>

2° PILLAR - RAISED BY CULTURE
DESIGN - FASHION
CONTEMPORARY CULTURE



3° PILLAR - BUILT FOR THE OUTDOORS
PERFORMANCE-SPORT

USP CONSISTENCY FRAMEWORK ACROSS TOUCHPOINTS

1. 🏷️ BRAND STRATEGY & GOVERNANCE

- CODIFY THE USP IN A CENTRAL BRAND PLAYBOOK: INCLUDE NARRATIVE, TONE, VISUAL CUES, AND PROOF POINTS.
- TRAIN INTERNAL TEAMS AND PARTNERS (DESIGNERS, RETAILERS, COLLABORATORS) TO INTERPRET AND APPLY THE USP IN THEIR DOMAINS.
- APPOINT A BRAND GUARDIAN OR CROSS-FUNCTIONAL TASK FORCE TO OVERSEE ALIGNMENT ACROSS DEPARTMENTS AND GEOGRAPHIES.

2. 🎯 PRODUCT & DESIGN

- ENSURE EVERY PRODUCT REFLECTS THE DUAL DNA: DESIGN INTEGRITY + PERFORMANCE CREDIBILITY.
- USE SIGNATURE DESIGN ELEMENTS (E.G. SOLE PATTERNS, MATERIALS, SILHOUETTES) THAT REINFORCE ROA'S IDENTITY.
- INTEGRATE SUSTAINABILITY MARKERS (E.G. "NO VIRGIN PLASTICS BY 2026") AS VISIBLE PROOF OF INNOVATION AND RESPONSIBILITY.

3. 📣 MARKETING & COMMUNICATION

- CAMPAIGNS MUST VISUALLY AND NARRATIVELY EXPRESS THE USP—JUXTAPOSING ALPINE PERFORMANCE WITH CULTURAL RELEVANCE.
- TONE OF VOICE: CONFIDENT, EDITORIAL, AND GLOBALLY FLUENT, WITH ITALIAN NUANCE.
- MESSAGING PILLARS:
 - 1.DESIGN AS A TOOL FOR MOVEMENT
 - 2.CRAFTED FOR EXTREMES, STYLED FOR CULTURE
 - 3.BORN IN THE DOLOMITES, BUILT FOR THE WORLD

4. 🛍️ RETAIL & OMNICHANNEL

- STORE ARCHITECTURE AND DIGITAL UX SHOULD REFLECT ROA'S HYBRID IDENTITY: MINIMALIST, TACTILE, AND IMMERSIVE.
- PRODUCT CATEGORIZATION MUST REINFORCE THE USP (E.G. "TRAIL RUNNING / DESIGN EDITION").
- STAFF TRAINING SHOULD INCLUDE BRAND STORYTELLING MODULES TO ENSURE CONSISTENT CUSTOMER-FACING NARRATIVES.

5. 🤝 COLLABORATIONS & PARTNERSHIPS

- SELECT PARTNERS WHO EMBODY ROA'S VALUES —DESIGN-FORWARD ATHLETES, CULTURAL INNOVATORS, SUSTAINABILITY PIONEERS.
- CO-BRANDED PROJECTS MUST AMPLIFY THE USP, NOT DILUTE IT.
- USE PARTNERSHIPS TO EXTEND ROA'S REACH INTO NORTH AMERICA AND ASIA WHILE REINFORCING ITS ITALIAN ROOTS.

6. 🌐 GLOBAL EXPANSION & LOCALIZATION

- ADAPT MESSAGING FOR CULTURAL RELEVANCE WITHOUT COMPROMISING CORE IDENTITY.
 - 1.NORTH AMERICA: EMPHASIZE PERFORMANCE INNOVATION AND DESIGN CREDIBILITY.
 - 2.ASIA: HIGHLIGHT CRAFTSMANSHIP, PRECISION, AND ALPINE HERITAGE.
- MAINTAIN ITALIAN PROVENANCE AS A PREMIUM MARKER ACROSS ALL MARKETS.

7. 📊 MEASUREMENT & FEEDBACK

- DEFINE KPIS FOR BRAND CONSISTENCY: RECOGNITION, RECALL, SENTIMENT, AND CONVERSION.
- USE CUSTOMER FEEDBACK LOOPS AND RETAIL AUDITS TO MONITOR ALIGNMENT.
- ADJUST EXECUTION WITHOUT COMPROMISING STRATEGIC CLARITY.

8. 📱 APP & COMMUNITY ENGAGEMENT

- LAUNCH AN APP OR BRANDED EDITORIAL PLATFORMS TO EDUCATE CONSUMERS, RETAILERS, AND COLLABORATORS ON THE BRAND'S DESIGN-PERFORMANCE PHILOSOPHY.
- HOST WORKSHOPS, TALKS, AND TRAIL LABS THAT MERGE OUTDOOR PRACTICE WITH DESIGN THINKING—POSITIONING ROA AS A THOUGHT LEADER IN THE EVOLVING OUTDOOR CULTURE.
- ACTIVATE LOCAL AND GLOBAL COMMUNITIES THROUGH INCLUSIVE STORYTELLING, AMBASSADOR PROGRAMS, AND CO-CREATION INITIATIVES THAT REFLECT ROA'S VALUES.

9. 🧠 INTERNAL CULTURE & TALENT STRATEGY

- EMBED THE USP INTO ONBOARDING, TRAINING, AND INTERNAL COMMUNICATIONS TO ENSURE EVERY TEAM MEMBER BECOMES A BRAND AMBASSADOR.
- RECRUIT TALENT FROM BOTH DESIGN AND PERFORMANCE ECOSYSTEMS—FASHION, OUTDOOR SPORTS, SUSTAINABILITY, AND INNOVATION—TO REFLECT ROA'S HYBRID DNA.
- FOSTER A CULTURE OF CROSS-DISCIPLINARY COLLABORATION, WHERE DESIGN AND TECHNICAL TEAMS CO-DEVELOP PRODUCTS AND NARRATIVES.

ROA UNIFIED BRANDING VISION PT.1

OBJECTIVE:
PROVIDE STRATEGIC DIRECTIONS THAT INTEGRATE MARKETING,
COLLABORATIONS, AND RETAIL CHANNELS INTO A UNIFIED
BRANDING VISION.

STRATEGIC DIRECTIONS TO ALIGN MARKETING, COLLABORATIONS, AND RETAIL

ROA'S REBRANDING MUST OPERATE AS A SEAMLESS ECOSYSTEM. EVERY CHANNEL REINFORCES THE BRAND'S HYBRID IDENTITY: ALPINE-BORN, CULTURALLY ELEVATED, AND PERFORMANCE-DRIVEN. THE USP BECOMES THE CONNECTIVE TISSUE ACROSS ALL ACTIVATIONS.

Marketing Strategy: Editorialized Exploration

Objective: Position ROA as a cultural innovator in outdoor performance.

Narrative Architecture:

Born in the Dolomites → Authenticity, technical credibility, sustainability.

Raised by culture → Design-forward storytelling, editorial tone, creative collaborations.

Built for the outdoors → Real-world functionality, inclusive adventure, global relevance.

Content Ecosystem:

Hero campaigns blending alpine visuals with urban culture.

“Trail Style” series: merging fashion and function in real terrain.

Educational content: materials, sustainability, design philosophy.

Channel Mix:

Fashion + outdoor media (e.g. Highsnobiety, Sidetracked, GearJunkie).

Social platforms with curated aesthetics and performance storytelling.

Experiential activations (e.g. pop-up trail labs, design workshops).

Collaborations: Strategic Amplification

Objective: Extend ROA's reach and credibility through curated partnerships.

Design Collaborators:

Avant-garde creatives who elevate ROA's cultural edge (ex. Studio Nicholson, Kiko Kostadinov).

Co-branded capsules that explore “Raised by culture” through form and silhouette.

Performance Partners:

Trail runners, alpine guides, and outdoor athletes who embody “Built for the outdoors.”

Field-tested gear with storytelling from real expeditions.

Sustainability Alliances:

Circular innovators (e.g. Resortecs, Sympatex) to reinforce “Born in the Dolomites” as a symbol of environmental responsibility.

Joint campaigns on material innovation and eco-commitments.

Collaboration Playbook:

Every partnership must activate at least two USP pillars.

Shared visual language, manifesto line, and campaign rhythm.

ROA UNIFIED

BRANDING VISION PT.2

STRATEGIC DIRECTIONS TO ALIGN MARKETING, COLLABORATIONS, AND RETAIL

ROA'S REBRANDING MUST OPERATE AS A SEAMLESS ECOSYSTEM. EVERY CHANNEL REINFORCES THE BRAND'S HYBRID IDENTITY: ALPINE-BORN, CULTURALLY ELEVATED, AND PERFORMANCE-DRIVEN. THE USP BECOMES THE CONNECTIVE TISSUE ACROSS ALL ACTIVATIONS.

Retail Strategy: Immersive Brand Worlds

Objective: Translate ROA's identity into physical and digital experiences.

Flagship & Partner Stores:

Editorial spaces that evoke alpine minimalism and tactile design.
Story zones: "Born," "Raised," and "Built" as thematic areas.

Omnichannel Integration:

Unified storytelling across e-commerce, in-store, and mobile.
Product segmentation by narrative (e.g. "Dolomite Series", "Culture Capsule", "Outdoor Essentials").

Retail Training & Toolkits:

Equip staff with brand scripts and storytelling assets.
Use the USP as a customer-facing narrative anchor.

Synchronization & Governance

Objective: Ensure coherence and agility across all brand expressions.

Central Brand Calendar:

Align product drops, campaigns, and retail activations.
Seasonal themes mapped to USP pillars.

Visual & Verbal Consistency:

Shared tone, typography, and messaging across all channels.
Manifesto line embedded in packaging, signage, and digital.

Feedback Loops:

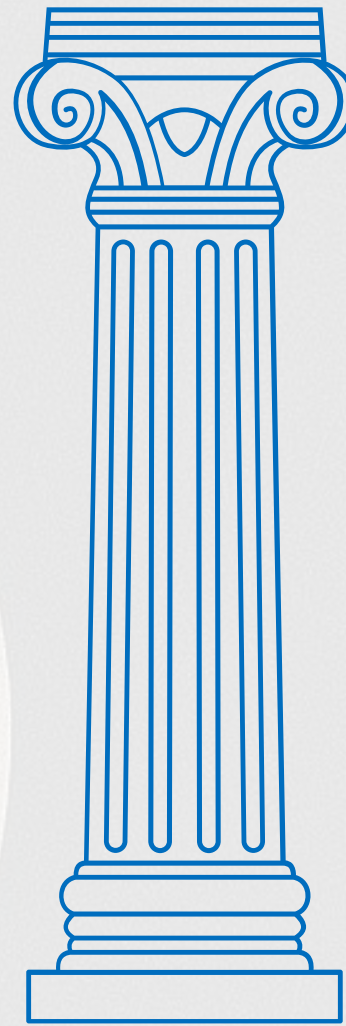
Real-time insights from retail, social, and community engagement.
Adjust execution while preserving strategic clarity.

ROA UNIFIED BRANDING VISION



“BORN IN THE DOLOMITES”

- SUSTAINABILITY INNOVATORS
- ALPINE-GRADE PERFORMANCE, RUGGED MATERIALS, TECHNICAL CREDIBILITY.
- HIGHLIGHT CRAFTSMANSHIP AND HERITAGE - SUSTAINIBILITY



“RAISED BY CULTURE”

- DESIGNERS
- DESIGN-FORWARD SILHOUETTES, EDITORIAL STYLING, CULTURAL RELEVANCE.
- CELEBRATE DESIGN AND PROVENANCE.



“BUILT FOR THE OUTDOORS”

- ATHLETES
- FUNCTIONALITY, DURABILITY,
- EMPHASIZE PERFORMANCE AND INNOVATION.

ROA

GLOBAL EXPANSION PT.1

OBJECTIVE:
ENSURE THE REBRANDING STRENGTHENS ROA'S GLOBAL EXPANSION, PARTICULARLY IN NORTH AMERICA AND ASIA, WHILE MAINTAINING ITS ITALIAN ROOTS.

STRATEGIC DIRECTIONS FOR NORTH AMERICA, ASIA, AND ITALIAN BRAND INTEGRITY

ROA'S REBRANDING MUST SERVE AS A LAUNCHPAD FOR GLOBAL GROWTH—ESPECIALLY IN NORTH AMERICA AND ASIA—WHILE PRESERVING THE BRAND'S ITALIAN DNA AS A MARK OF AUTHENTICITY, DESIGN EXCELLENCE, AND ALPINE HERITAGE. THE USP, "BORN IN THE DOLOMITES. RAISED BY CULTURE. BUILT FOR THE OUTDOORS," BECOMES THE NARRATIVE BRIDGE BETWEEN ORIGIN AND EXPANSION.

ITALIAN ROOTS AS A PREMIUM ANCHOR

- **"BORN IN THE DOLOMITES"** → SYMBOL OF AUTHENTICITY, ALPINE INNOVATION, AND SUSTAINABLE CRAFTSMANSHIP.
- **MADE IN ITALY** → EMBEDDED IN PRODUCT STORYTELLING, PACKAGING, AND RETAIL ENVIRONMENTS.
- **CREATIVE LEADERSHIP REMAINS ITALIAN** → ENSURES DESIGN INTEGRITY AND BRAND COHERENCE WORLDWIDE.

IDEAS

- ✓ LOCALIZED USP: "CRAFTED IN THE DOLOMITES. ENGINEERED FOR EXTREMES. STYLED FOR MOVEMENT."
- ✓ CO-LABS WITH NORTH AMERICAN TRAIL ATHLETES AND DESIGNERS
- ✓ RETAIL STAFF TRAINING MODULES ON ROA'S DESIGN-PERFORMANCE DNA



IDEAS:

- ✓ "MADE IN ITALY" BADGE ON ALL PRODUCT PAGES AND RETAIL DISPLAYS
- ✓ DOLOMITES FEATURED IN GLOBAL CAMPAIGN VISUALS AND TRAIL ACTIVATIONS
- ✓ ITALIAN DESIGN TEAM LEADS ALL GLOBAL CAPSULE COLLECTIONS

NORTH AMERICA: PERFORMANCE + EDITORIAL CULTURE APPEAL TO OUTDOOR ATHLETES AND URBAN EXPLORERS.

- FOCUS MESSAGING ON DURABILITY, INNOVATION, AND STYLE VERSATILITY.
- ACTIVATE HYBRID CHANNELS: REI (PERFORMANCE), SSENSE (FASHION), BACKCOUNTRY (TRAIL CREDIBILITY).
- LAUNCH EXPERIENTIAL ACTIVATIONS: "TRAIL STYLE LABS" IN KEY CITIES (E.G. DENVER, PORTLAND, NYC).

ROA

GLOBAL EXPANSION PT.2

STRATEGIC DIRECTIONS FOR NORTH AMERICA, ASIA, AND ITALIAN BRAND INTEGRITY

ROA'S REBRANDING MUST SERVE AS A LAUNCHPAD FOR GLOBAL GROWTH—ESPECIALLY IN NORTH AMERICA AND ASIA—WHILE PRESERVING THE BRAND'S ITALIAN DNA AS A MARK OF AUTHENTICITY, DESIGN EXCELLENCE, AND ALPINE HERITAGE. THE USP, "BORN IN THE DOLOMITES. RAISED BY CULTURE. BUILT FOR THE OUTDOORS," BECOMES THE NARRATIVE BRIDGE BETWEEN ORIGIN AND EXPANSION.

JAPAN & KOREA: PRECISION, MINIMALISM, HERITAGE

LEVERAGE CULTURAL AFFINITY FOR DESIGN PURITY AND ALPINE SYMBOLISM.

- COLLABORATE WITH PREMIUM RETAILERS: (ISETAN, BOON THE SHOP)
- LAUNCH LIMITED-EDITION CAPSULES WITH LOCAL CREATIVES
- USE STORYTELLING FORMATS THAT EMPHASIZE PRECISION, NATURE, AND ITALIAN HERITAGE

ACTIONS:

- ✓ LOCALIZED USP: "MADE IN ITALY. BUILT FOR NATURE. WORN BY CULTURE."
- ✓ LAUNCH CAPSULE WITH CHINESE DESIGNER FOCUSED ON ECO-PERFORMANCE
- ✓ CAMPAIGN SERIES: "FROM DOLOMITES TO DRAGON TRAILS"



PRACTICAL ACTIONS:

- ✓ LOCALIZED USP: "ITALIAN PRECISION. ALPINE PURITY. DESIGNED FOR MODERN EXPLORERS."
- ✓ POP-UP RETAIL EXPERIENCES THEMED "DOLOMITE DESIGN STUDIO"
- ✓ TRANSLATED BRAND MANIFESTO WITH CULTURAL ADAPTATION

CHINA: INNOVATION, SOPHISTICATION, GLOBAL APPEAL

POSITION ROA AS A LUXURY-PERFORMANCE HYBRID.

- LEVERAGE DIGITAL-FIRST PLATFORMS: TMALL LUXURY PAVILION, RED
- HIGHLIGHT SUSTAINABILITY AND ITALIAN CRAFTSMANSHIP AS PREMIUM VALUES
- PARTNER WITH LOCAL INFLUENCERS WHO BRIDGE FASHION AND OUTDOOR CULTURE

The background is a high-altitude mountain landscape. In the foreground, a dark, rocky ridge is visible on the left. The middle ground features a series of jagged, snow-dusted mountain peaks under a warm, orange-hued sky. A semi-transparent white rectangular box is centered over the image, containing the main title and subtitle. The title 'DELIVERABLES' is in a large, bold, black sans-serif font. Below it is a short horizontal line, followed by the subtitle in a smaller, all-caps, black sans-serif font.

DELIVERABLES

HOW CAN ROA EVOLVE INTO A GLOBAL DESIGN FORCE
WHERE TERRAIN, CULTURE, AND SUSTAINABILITY
CONVERGE TO SHAPE THE FUTURE OF OUTDOOR
PERFORMANCE?



BRAND NARRATIVE OVERVIEW

BRAND ESSENCE: ROA IS A MOVEMENT BRAND. BORN IN THE DOLOMITES, IT FUSES RADICAL DESIGN CULTURE WITH ALPINE-GRADE PERFORMANCE. IT CREATES GEAR THAT PERFORMS, ADAPTS, AND ENDURES —ACROSS UNPREDICTABLE TERRAIN AND EVOLVING IDENTITIES.

MANIFESTO LINE: “BORN IN THE DOLOMITES. RAISED BY CULTURE. BUILT FOR THE OUTDOORS.”

REFRESHED MISSION STATEMENT

TO EMPOWER MODERN EXPLORERS THROUGH DESIGN-LED, TERRAIN-READY GEAR THAT MERGES ITALIAN CRAFTSMANSHIP, SUSTAINABILITY, AND CULTURAL RELEVANCE. ROA IS NOT JUST WORN—IT’S EXPERIENCED.

CORE VALUES

DESIGN AS FUNCTION EVERY DETAIL SERVES A PURPOSE—MINIMAL, MODULAR, AND PERFORMANCE-DRIVEN.

CULTURAL CREDIBILITY TRUSTED BY TASTEMAKERS, ATHLETES, AND OUTDOOR INNOVATORS.

SUSTAINABILITY CIRCULAR BY DESIGN—NO VIRGIN PLASTICS OR MICROPLASTICS BY 2026.

NARRATIVE POWER PRODUCTS TELL STORIES OF TERRAIN, TRANSFORMATION, AND IDENTITY.



ROA'S COMPETITIVE ADVANTAGE IN THE OUTDOOR/SPORT MARKET

ROA DOESN'T JUST ENTER THE OUTDOOR CATEGORY—IT RESHAPES IT. ITS STRENGTH LIES IN A HYBRID IDENTITY THAT NO COMPETITOR FULLY OWNS: THE FUSION OF AVANT-GARDE DESIGN CULTURE WITH ALPINE-GRADE PERFORMANCE.

1. DESIGN-PERFORMANCE HYBRIDIZATION

ROA IS THE ONLY BRAND THAT TREATS DESIGN AS A TECHNICAL TOOL, NOT JUST AN AESTHETIC LAYER. WHILE COMPETITORS FOCUS ON SPECS OR STYLE, ROA INTEGRATES BOTH—CREATING GEAR THAT'S VISUALLY RADICAL AND TERRAIN-READY.

2. ITALIAN CRAFTSMANSHIP & ALPINE HERITAGE

BORN IN THE DOLOMITES, ROA LEVERAGES AUTHENTIC PROVENANCE AS A MARK OF QUALITY AND CREDIBILITY. "MADE IN ITALY" BECOMES A PREMIUM SIGNAL—ESPECIALLY IN GLOBAL MARKETS LIKE NORTH AMERICA AND ASIA.

3. SUSTAINABILITY AS TECHNICAL STANDARD

ROA'S COMMITMENT TO CIRCULARITY (E.G. NO VIRGIN PLASTICS/MICROPLASTICS BY 2026) IS EMBEDDED IN PRODUCT ENGINEERING, NOT JUST MARKETING. PARTNERSHIPS WITH INNOVATORS LIKE RESORTECS REINFORCE ROA'S ROLE AS A LEADER IN ECO-PERFORMANCE.

4. CULTURAL CREDIBILITY & EDITORIAL VOICE

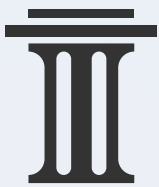
ROA IS TRUSTED BY FASHION-FORWARD CONSUMERS, ATHLETES, AND SUBCULTURES—A RARE TRIFECTA. ITS EDITORIAL TONE, MANIFESTO-DRIVEN CAMPAIGNS, AND CREATOR COLLABORATIONS POSITION IT AS A CULTURAL INNOVATOR, NOT JUST A GEAR BRAND.

5. MODULAR RETAIL & DIGITAL EXPERIENCE

ROA TURNS RETAIL INTO RITUAL: POP-UPS IN ALPINE TOWNS, IMMERSIVE DISPLAYS, AND QR-POWERED PACKAGING. ITS CUSTOM APP AND MICROSITE STRUCTURE EXTEND THE BRAND INTO INTERACTIVE, LOYALTY-DRIVEN ECOSYSTEMS.

6. NARRATIVE DIFFERENTIATION

ROA DOESN'T SELL SPECS—IT TELLS STORIES: "BORN IN THE STUDIO, PROVEN IN THE WILD" "BUILT TO RETURN" "CRAFTED FOR EXTREMES, STYLED FOR CULTURE"



COMPETITIVE POSITIONING VS COMPETITORS

ROA DOESN'T COMPETE BY IMITATION—IT COMPETES BY CATEGORY CREATION. IN A MARKET DOMINATED BY PERFORMANCE-FIRST GIANTS AND STYLE-DRIVEN LABELS, ROA DEFINES A NEW SPACE: DESIGN-PERFORMANCE HYBRIDIZATION.

MARKET LANDSCAPE OVERVIEW

Segment	Key Players	Positioning Focus
Performance Outdoor	Salomon, Arc'teryx, The North Face	Technical specs, durability, sport
Urban Outdoor Hybrid	Nike ACG, Patagonia, Veilance	Lifestyle, sustainability, versatility
Fashion-Outdoor	And Wander, Kiko Kostadinov, Hoka x Fashion	Aesthetic-led, niche collaborations
Design-Performance Hybrid	ROA	Radical design + terrain credibility

DIFFERENTIATION SUMMARY

Attribute	ROA's Advantage
Design Culture	Editorial styling, brutalist aesthetics, modular visual identity
Performance Credibility	Vibram soles, waterproof shells, athlete-tested gear
Sustainability	Circular design, Resortecs partnership, "Built to Return" ethos
Brand Narrative	"Born in the Dolomites. Raised by Culture. Built for the Outdoors."

ROA'S STRATEGIC POSITION

ROA IS THE ONLY BRAND THAT: FUSES AVANT-GARDE DESIGN WITH ALPINE-GRADE PERFORMANCE LEVERAGES ITALIAN CRAFTSMANSHIP AS A PREMIUM MARKER BUILDS EMOTIONAL RESONANCE THROUGH STORYTELLING AND TERRAIN-TESTED CREDIBILITY COMMITS TO SUSTAINABILITY AS A TECHNICAL STANDARD—NOT JUST A MARKETING CLAIM

POSITIONING STATEMENT

ROA IS THE CULTURAL INNOVATOR IN OUTDOOR PERFORMANCE. IT DOESN'T MIMIC THE LEADERS—IT REDEFINES THE CATEGORY. ROA INSPIRES A NEW GENERATION OF MOVEMENT: BOLD, INTENTIONAL, AND BEAUTIFULLY UNORTHODOX.



CULTURAL ROLE & INDUSTRY IMPACT

ROA IS A CULTURAL INNOVATOR IN OUTDOOR PERFORMANCE. IT TURNS RETAIL INTO RITUAL, MARKETING INTO MOVEMENT, AND GEAR INTO STORYTELLING. AS OUTDOOR CULTURE EVOLVES TO EMBRACE INCLUSIVITY, SUSTAINABILITY, AND DESIGN-FORWARD THINKING, ROA LEADS THE WAY—BRIDGING FASHION AND FUNCTION, HERITAGE AND INNOVATION, LOCAL TERRAIN AND GLOBAL RELEVANCE.

STRATEGIC APPLICATIONS

FOR CAMPAIGNS:

USE MANIFESTO LINE ACROSS ALL HERO VISUALS AND PRODUCT DROPS.

BUILD NARRATIVES AROUND TERRAIN, TRANSFORMATION, AND IDENTITY.

ACTIVATE “TRAIL STYLE” AND “BORN IN THE STUDIO, PROVEN IN THE WILD” SERIES.

FOR RETAIL & DISTRIBUTION:

SEGMENT PRODUCTS BY NARRATIVE: “FOUR ELEMETS” “DOLOMITE SERIES,” “CULTURE CAPSULE,” “OUTDOOR ESSENTIALS.”

TRAIN STAFF ON BRAND STORYTELLING AND MANIFESTO DELIVERY.

USE PRODUCT TAGS WITH MICRO-MESSAGES: “BUILT TO RETURN,” “ENGINEERED FOR MOTION,” “TRUST THE PEAK.”

FOR COLLABORATIONS:

SELECT PARTNERS WHO EMBODY ROA’S HYBRID DNA.

ENSURE EVERY CO-BRANDED PROJECT ACTIVATES AT LEAST TWO USP PILLARS.

USE SHARED VISUAL LANGUAGE AND MANIFESTO RHYTHM.

NEXT STEPS

FINALIZE TONE OF VOICE GUIDELINES FOR CONTENT CREATORS AND PR TEAMS.

INTEGRATE MANIFESTO LINE INTO PACKAGING, SIGNAGE, AND DIGITAL ASSETS.

ALIGN PRODUCT DEVELOPMENT WITH VALUE PROPOSITION PILLARS.

PREPARE LOCALIZED ADAPTATIONS FOR NORTH AMERICA, JAPAN/KOREA, AND CHINA.



OBJECTIVE

TO DEVELOP REBRANDING CONCEPTS, TONE OF VOICE, AND CONTENT GUIDELINES THAT REFLECT ROA'S HYBRID IDENTITY—BALANCING AVANT-GARDE DESIGN CULTURE WITH OUTDOOR PERFORMANCE CREDIBILITY. THE STRATEGY MUST RESONATE WITH BOTH FASHION-FORWARD CONSUMERS AND SPORT/OUTDOOR AUDIENCES.

CAMPAIGN ARCHITECTURE

HERO CONCEPT:

“BORN IN THE STUDIO, PROVEN IN THE WILD” A CAMPAIGN FRAMEWORK JUXTAPOSES ROA'S DESIGN ORIGINS WITH ITS TERRAIN-TESTED FUNCTIONALITY.

SUPPORTING THEMES:

TRAIL STYLE: EDITORIAL SHOOTS BLENDING ALPINE GEAR WITH URBAN ENVIRONMENTS.

CRAFTED FOR EXTREMES, STYLED FOR CULTURE: SHORT FILMS AND VISUALS SHOWING ROA GEAR IN ACTION—ON TRAILS, IN CITIES, AND IN CREATIVE SPACES.

BUILT TO RETURN: SUSTAINABILITY-FOCUSED STORYTELLING AROUND CIRCULAR DESIGN, MATERIAL INNOVATION, AND GEAR LONGEVITY.

ACTIVATION FORMATS:

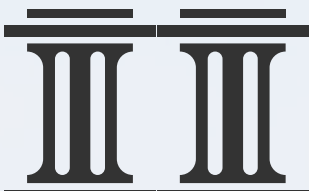
EDITORIAL VIDEO CAPSULES

SOCIAL-FIRST DROPS

(INSTAGRAM, TIKTOK, LINKEDIN)

TRAIL ACTIVATIONS AND POP-UP LABS

CREATOR-LED CONTENT PACKS (CANVA, FIGMA, ADOBE)



TONE OF VOICE GUIDELINES

Attribute	Description
Confident	Speak with clarity and conviction—ROA is a leader, not a follower.
Editorial	Use refined, magazine-style language with cultural nuance.
Globally Fluent	Adaptable across markets—Italian elegance meets international relevance.
Terrain-Aware	Reference real environments, movement, and material intelligence.
Minimalist	Avoid clutter—every word should carry weight, like the gear itself.

VISUAL IDENTITY EVOLUTION

TYPOGRAPHY:
CONDENSED SANS-SERIF FOR STRENGTH AND CLARITY
MONOSPACE ACCENTS FOR TECHNICAL CUES
MAINTAIN EDITORIAL HIERARCHY ACROSS PLATFORMS

PALETTE:
NEUTRAL BASE: SLATE. MOSS. BASALT
ACCENT TONES 4 ELEMENTS: FIRE RED/ORANGE (PERFORMANCE), EARTH BROWN/GREEN (SUSTAINABILITY), WIND GREY (DESIGN), WATER BLUE (COMFORT ALL-AROUND)

TEXTURES:
ALPINE-INSPIRED SURFACES: ROCK GRAIN, SNOW DUST, TECHNICAL MESH
BRUTALIST OVERLAYS TO REFLECT DESIGN ROOTS

LAYOUTS:
MODULAR GRIDS FOR FLEXIBILITY ACROSS SOCIAL, RETAIL, AND WEB
DYNAMIC ZONES FOR QUOTES, SPECS, AND CREATOR CREDITS



CONTENT STRATEGY
DUAL-AUDIENCE RESONANCE

Audience Segment	Messaging Focus	Content Formats
Fashion Consumers	Design innovation, cultural relevance, editorial styling	Campaign teasers, lookbooks, collabs
Outdoor Enthusiasts	Performance specs, terrain testing, gear credibility	Trail maps, gear tips, athlete stories
Hybrid Explorers	Style meets survival, movement philosophy	Manifesto videos, pop-up activations

STRATEGIC GUIDELINES
EVERY CAMPAIGN MUST ACTIVATE AT LEAST
TWO USP PILLARS:

BORN IN THE DOLOMITES, RAISED BY CULTURE, BUILT FOR THE OUTDOORS.
USE MANIFESTO LINE CONSISTENTLY
ACROSS PACKAGING, SIGNAGE, AND DIGITAL.
EMPOWER CREATORS AND PRESS TEAMS
WITH PRE-BUILT TEMPLATES AND TONE GUIDES.

LOCALIZE MESSAGING
FOR NORTH AMERICA, JAPAN/KOREA, AND CHINA—WITHOUT DILUTING BRAND INTEGRITY.

NEXT STEPS

- FINALIZE SEASONAL CAMPAIGN CALENDAR AND HERO THEMES
- FIND AND BUILD CONTENT PACKS FOR INFLUENCERS, ATHLETES, AND COLLABORATORS
- ALIGN RETAIL DISPLAYS AND SOCIAL TEMPLATES WITH UPDATED VISUAL IDENTITY
- PREPARE MULTILINGUAL ROLLOUT ASSETS (ITALIAN, ENGLISH, JAPANESE, COREAN, MANDARIN)



OBJECTIVE

TO STRENGTHEN ROA’S PRESENCE IN OUTDOOR-SPECIALIZED CHANNELS AND GLOBAL MARKETS WHILE TRANSLATING ITS HYBRID IDENTITY INTO IMMERSIVE RETAIL EXPERIENCES AND OMNICHANNEL TOUCHPOINTS.

STRATEGIC DIRECTIONS FOR GLOBAL MARKET EXPANSION

NORTH AMERICA

FOCUS: PERFORMANCE
CREDIBILITY + EDITORIAL
CULTURE

CHANNELS: REI (TECHNICAL),
SSENSE (FASHION),
BACKCOUNTRY (TRAIL
CREDIBILITY)

ACTIVATIONS: “TRAIL STYLE LABS”
IN DENVER, PORTLAND, NYC

MESSAGING: “CRAFTED IN THE
DOLOMITES. ENGINEERED FOR
EXTREMES. STYLED FOR
MOVEMENT.”

ASIA (JAPAN, KOREA, CHINA)

FOCUS: PRECISION, MINIMALISM,
ALPINE HERITAGE

CHANNELS: ISETAN, BOON THE
SHOP, Tmall LUXURY PAVILION

ACTIVATIONS: “DOLOMITE DESIGN
STUDIO” POP-UPS, LIMITED-EDITION
CAPSULES

MESSAGING:

JAPAN/KOREA: “ITALIAN PRECISION.
ALPINE PURITY. DESIGNED FOR
MODERN EXPLORERS.”

CHINA: “MADE IN ITALY. BUILT FOR
NATURE. WORN BY CULTURE.”

EUROPE (EXPANSION
BEYOND ITALY)

FOCUS: SUSTAINABILITY,
CRAFTSMANSHIP, CULTURAL
RELEVANCE

CHANNELS: ZALANDO, END.,
PREMIUM OUTDOOR
BOUTIQUES

ACTIVATIONS: TRAIL
ACTIVATIONS IN ALPINE
TOWNS, URBAN HUBS

MESSAGING: “BORN IN THE
DOLOMITES. BUILT TO
RETURN.”



RETAIL EXPERIENCE CONCEPTS

ROA TURNS RETAIL INTO RITUAL—SPACES BECOME STORYTELLING PLATFORMS WHERE TERRAIN MEETS DESIGN.

FLAGSHIP & PARTNER STORE CONCEPTS

EDITORIAL ZONES: DIVIDE SPACE INTO THREE IMMERSIVE AREAS:

BORN IN THE DOLOMITES → ALPINE TEXTURES, HERITAGE VISUALS

RAISED BY CULTURE → BRUTALIST DESIGN, FASHION-FORWARD DISPLAYS

BUILT FOR THE OUTDOORS → GEAR TESTING ZONES, TERRAIN SIMULATIONS

MATERIAL BAR: INTERACTIVE STATION SHOWCASING FABRICS, SOLES, AND SUSTAINABILITY MARKERS

CIRCULARITY CORNER: HIGHLIGHT ROA'S ECO-COMMITMENTS WITH QR-LINKED IMPACT DASHBOARDS

POP-UP ACTIVATIONS

TRAIL LABS: TEMPORARY INSTALLATIONS IN ALPINE TOWNS, URBAN SPORT DISTRICTS, AND CULTURAL FESTIVALS

DESIGN MEETS TERRAIN: CO-CURATED SPACES WITH ARTISTS AND ATHLETES—GEAR DISPLAYED ALONGSIDE TERRAIN-INSPIRED ART

MODULAR DISPLAYS: TOPOGRAPHIC PANELS, RECYCLED MATERIALS, AND GEAR STORYTELLING THROUGH LIGHT AND TEXTURE



OMNICHANNEL TOUCHPOINTS

ROA'S DIGITAL ECOSYSTEM MIRRORS ITS PHYSICAL EXPERIENCE—MODULAR, NARRATIVE-DRIVEN, AND TERRAIN-AWARE.

WEBSITE & E-COMMERCE

NARRATIVE NAVIGATION: SEGMENT PRODUCTS BY STORY: DOLOMITE SERIES, CULTURE CAPSULE, OUTDOOR ESSENTIALS

MANIFESTO FOOTER: EMBED "BORN IN THE DOLOMITES..." LINE ACROSS ALL PAGES

SUSTAINABILITY TRACKER: VISUALIZE PRODUCT IMPACT, RECYCLABILITY, AND RETURN PROGRAMS

PACKAGING & PRODUCT TAGS

MICRO-MESSAGES: "BUILT TO RETURN," "ENGINEERED FOR MOTION," "TRUST THE PEAK"

QR CODES: UNLOCK DIGITAL GIFTS, CARE INSTRUCTIONS, AND GEAR ORIGIN STORIES

COLOR LOGIC:

EARTH BROWN/GREEN → SUSTAINABILITY

FIRE RED/ORANGE → PERFORMANCE

WIND GRAY → URBAN AESTHETICS

WATER BLUE → ALL AROUND

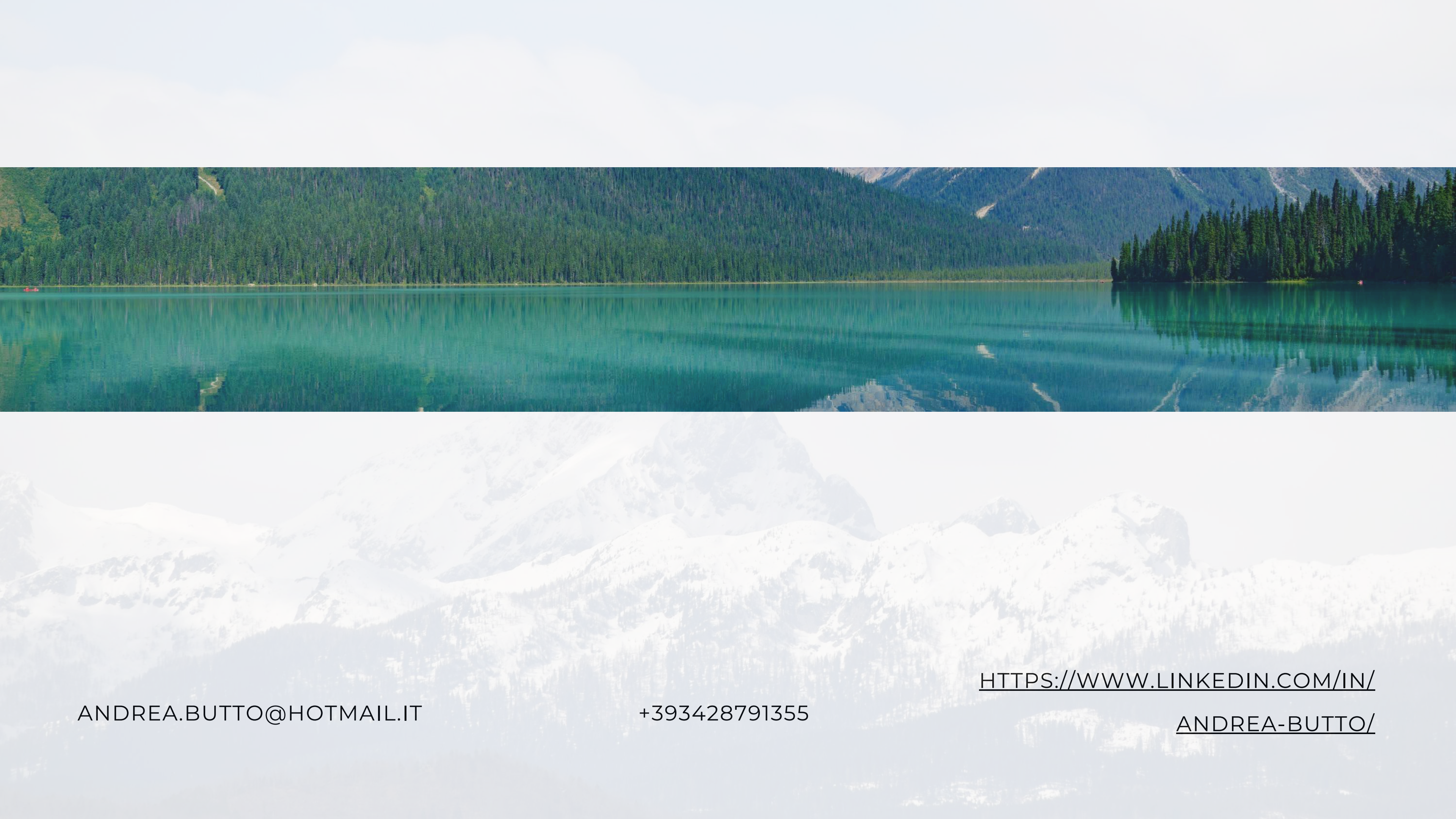
ROA CUSTOM APP

WELCOME & ACTIVATION: SCAN GEAR TO UNLOCK SPECS, WARRANTY, AND TERRAIN TIPS

DIGITAL GIFT SECTION: TRAIL MAPS, PLAYLISTS, AR FILTERS, SEASONAL DROPS

SUSTAINABILITY TRACKER: CO₂ SAVED, GEAR RETURNED, CIRCULAR SCORE

COMMUNITY MODE: SHARE TRAIL STORIES, EARN BADGES, ACCESS ROA JOURNAL



ANDREA.BUTTO@HOTMAIL.IT

+393428791355

[HTTPS://WWW.LINKEDIN.COM/IN/](https://www.linkedin.com/in/)

[ANDREA-BUTTO/](#)

