

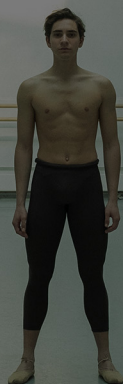


# NO BOUNDARIES

CIESSE PIUMINI / CHAPTER # 01

PIUMINI JOURNEY, THROUGH  
EXTRAORDINARY TALENTS

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EXTRAORDINARY TALENTS.



A collection of histories, challenges  
and successes.

Histories about girls and boys  
Under 30, motivated by a strong  
passion, determination and hard work.  
determination and hard work.

# CHAPTER 1

GIACOMO ROVERO

Dancer

Royal Opera House,  
London

A little boy's history, who left home  
at the age of twelve, travelling  
around the world.

Up to land London as a dancer at the  
Royal Opera House.

Included by Forbes among the 30  
European most influential young  
people.

A simple history, but also rising  
like the stage of a theatre.

## PROJECT AIMS

#CREATING a social media attention about Ciesse Piumini brand

#COMMUNICATING  
with a public under 30, through positive icons  
with which identifying

#CONVEYING  
the values of the brand: **concreteness-  
authenticity - functionality- avant-garde**,  
through “ambassadors”, who represent and share  
them

#DIFFERENTIATING  
from a communication far from reality, glossy and  
aspirational only.



2 CHAPTERS A SEASON  
talents under 30 staying grounded,  
“Normally cool”  
with whom the new consumer can identify as a  
vehicle of a simple message:

IF YOU WANT, YOU CAN,  
BUT YOU MUST WANT IT A LOT.













BOYS















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