

IBC
brand strategy

INTERNATIONAL BRAND CONSULTING

Where licensing builds brands

IBC
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WE ARE BRAND STRATEGY SPECIALISTS

We create brand strategy based on strategic alliances and long-term partnerships between companies.

We help brand owners enhance their value and enable licensees to grow their business.

With deep expertise in product development, marketing, communication, and a results-driven commercial mindset, we turn opportunities into success.

Headquartered in Switzerland, we operate with a global network, connecting brands and businesses worldwide.

PIONEERING THE FUTURE OF LICENSING

Since 1992, IBC associates have been at the forefront of using licensing as a forward-thinking marketing strategy, transforming iconic brands and opening new markets.

From fashion to sport to art, we've applied this approach to reposition heritage brands, grow international labels, and develop global programs for world-renowned institutions and brands.

1990s

Launched Barbie's first licensing strategy in Europe, covering apparel, accessories, and creating the Barbie Magazine. Established strategic partnerships for luxury brands including Gianfranco Ferré, Bulgari, Tod's, and Ferrari. Leveraged trend-driven insights to expand brands into new lifestyle categories for Corona Beer, Maserati, Pirelli and others.

2000s

Introduced licensing as a strategic business model for football merchandising. Created a unified framework for top Italian and European clubs, enabling global distribution and supporting projects such as EA Sports' FIFA video games. Extended the model to MotoGP, Formula 1, and iconic champions including Valentino Rossi and Michael Schumacher.

2010s

Pioneered licensing as a strategic tool to reposition iconic fashion brands as contemporary high-end labels, including Borsalino, Braccialini, Ken Scott, Baldinini, Mario Valentino and Gherardini. Developed programs for performance brands such as Brembo, Ducati, and Momodesign, translating innovation and design into lifestyle products for motorsport enthusiasts.

2020s

Applied licensing as a strategic tool to extend arts and culture globally, partnering with renowned institutions such as the J. Paul Getty Museum, New York Public Library. Launched the Leonardo da Vinci Signature Project. For the first time, reproductions of Leonardo's drawings can be used under license together with his authentic signature registered as a trademark, to ensure that the drawings are legally protected and the IP is properly safeguarded.

PEOPLE SHAPE COMPANIES. STORIES SHAPE BRANDS.

At IBC, we believe that every product has a story worth telling.

Our mission is to shape those stories into meaningful brand experiences that engage global audiences, strengthen identity, and drive lasting value.

We transform products into stories.
Stories into experiences.
Experiences into lasting brand value.

MISSION

GUIDED BY VISION DRIVEN BY IMPACT

At IBC, our clear vision is grounded in years of expertise and a deep understanding of market and company dynamics. We leverage our expertise, creativity and technology to design innovative brand strategies that drive measurable growth in revenue, brand image, and visibility.



STRATEGY

THE TEAM BEHIND THE VISION CONSISTENT. STRATEGIC. COMMITTED

At IBC, we bring together complementary skills and strategic vision to shape bespoke teams for each project. Our approach is agile, focused, and results-driven. Through a solid international network, we connect people, companies, and brands, building collaborations that generate long term value and measurable impact.



EXECUTIVE TEAM

OUR NETWORK, OUR GLOBAL REACH



NETWORK

LICENSING AS A CORE BRAND STRATEGY

Licensed products are true ambassadors of a brand's identity, values, and narrative. At IBC, we carefully select and manage each project to ensure full alignment with the brand's vision. Each project is entrusted to:

- Marketing and licensing strategists ▶
- Style guide and products designers ▶
- Project coordinators ▶
- Agents and agents supervisors ▶

- E-commerce executive advisors ▶
- Contracts and anticounterfeiting experts ▶
- Licensing specialist accountants ▶
- Specialists in DtC and DtR channels ▶

LICENSING MANAGEMENT

MASTERLICENSING WITH IBC: MINIMIZE RISK, MAXIMIZE RESULTS

By choosing IBC as their master licensee, clients reduce risk, streamline operations, and boost profitability. We offer deep industry expertise and manage the complexities of brand expansion, allowing companies to focus on their core business. Our model ensures cost efficiency, faster execution, and measurable results with minimal disruption.

MASTERLICENSING

We offer flexible, tailor made solutions for both short- and long-term projects. Our services cover the full journey to performance, from managing each phase of execution through outsourcing, to embedding the right licensing culture within the licensor's key roles, and ensuring seamless adaptation to new staffing needs.

GROWTH STARTS HERE



▸ Want to launch your Brand?

Being in the right place at the right time is the key of the success. With a correct Brand Strategy you can achieve the best results with the most efficient investment and the shorter timeline. We support you in all the aforementioned steps , having a wide range of skills covering all the aspects of a strong Brand Launch strategy.

▸ Want to be more visible?

Having the best product is not enough. The Market has now new rules and new channels of communication and sales. To be properly connected and be truly embedded in these channels is a must if you want to be successful. Our team knows and manages the most advanced tools and techniques to reach the best position with a tailored strategy.

▸ Want to empower your Brand voice?

A powerful Brand Identity marketing and communication will let you identify, recognize and distinguish your company in a global competition and will help your clients to be connected with your Brand, creating a strong and long-term relationship based on Brand's trust.

CREATE YOUR AWARENESS
INCREASE YOUR VISIBILITY

▸ Want to maximize your Brand Management?

No matter if you are a fast growing Brand or established Market player, every Brand needs to be managed properly and on an ongoing basis. With our analytical tools and our expertise, we are able to take a real picture of the state-of-the art business, to evaluate and devise a management plan that fits all your needs while optimising your processes and reducing your fixed cost base.

▸ Want to provide to your Brand a more consistent growth?

Growth is not only a question of opportunities, is also a matter of looking in the right direction. We start from the Brand Identity and core to evaluate and study the most coherent Brand Extension opportunities, keeping in mind that the more coherent the Brand Extension is, the greater the effects will be on the Brand, thus improving the Company's results.

▸ Want to diversify your business?

When the core business is healthy and wealthy, this is the exactly the time to explore new horizons and invest into new opportunities. We assist you in finding the best opportunities according to your direction and business scope. From designing the strategy to identify the proper partners to realize the project, we implement the plan step by step to bring new business and opportunities.

INCREASE YOUR VALUE

▸ Looking for your next Brand?

If your goal is to license or purchase a Brand to boost your turnover, we support you with a Market research and analysis to scout, select and finalise license or acquisition for the most suitable Brand for your company needs and goals.

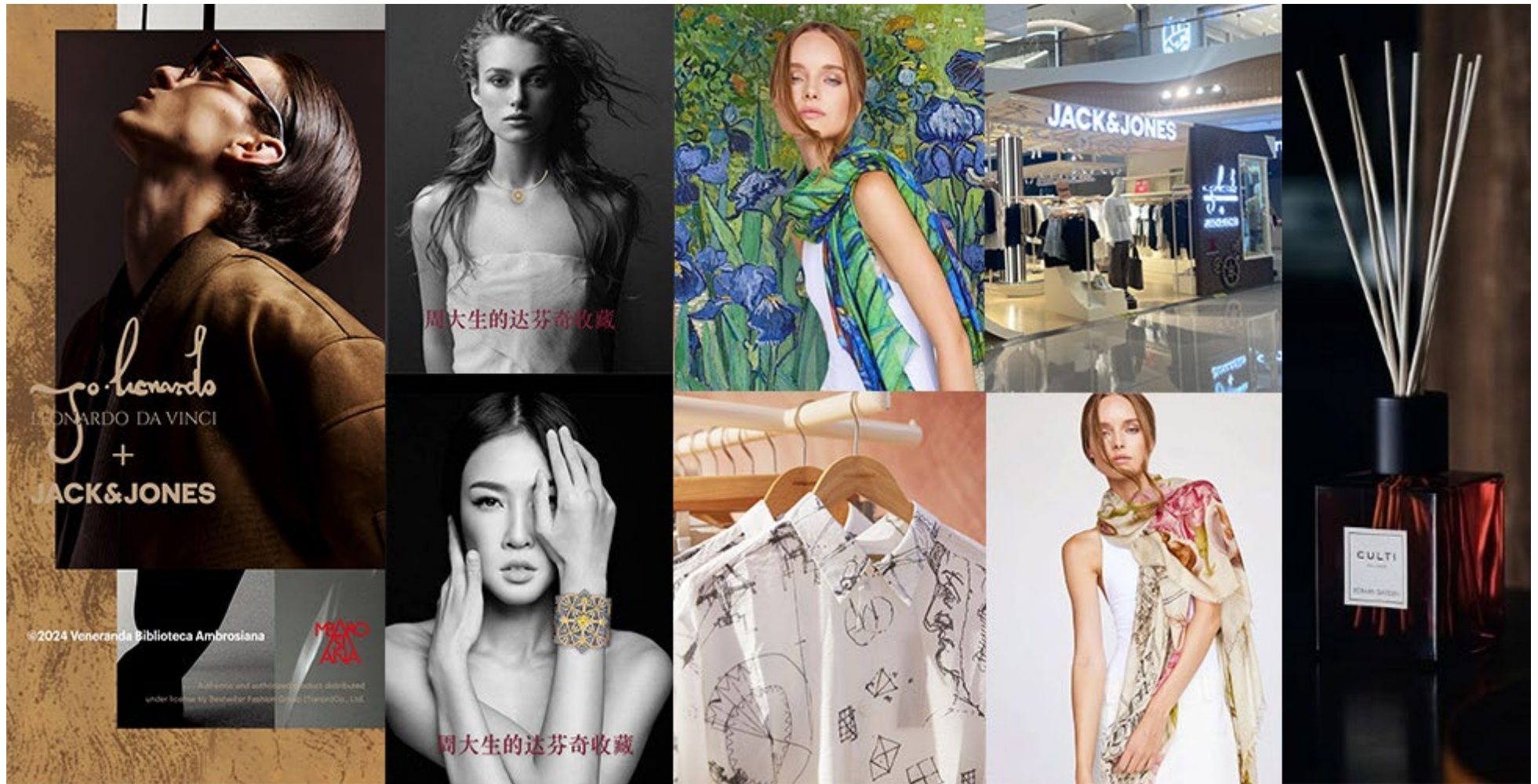
▸ Want to increase your Brand Equity?

If your goal is to find licensee partners to increase your brand equity, we support you with the creation of a strategic Brand extension plan. We will scout and select the most reliable licensee partners that match your needs and goals.

▸ Want to maximize your Brand efforts?

Economic growth is always fuel for creativity and innovation. It is critically important to maximise your investment to increase margins and create equity to invest in your growth. The fastest way to make the process more efficient is to focus on activities that allow to increase income while maintaining or reducing your costs. We scan and review your Brand activity and profile the perfect strategy that meets your goals.

BOOST YOUR TURN OVER



EXPERIENCE and **EXPERTISE**



EXPERIENCE and **EXPERTISE**

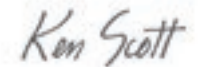


EXPERIENCE and **EXPERTISE**



EXPERIENCE and **EXPERTISE**

OVER THE PAST 25 YEARS, OUR TEAM HAS BEEN WORKING WITH SOME HIGHLY PROMINENT BRANDS, SUCH AS



We are member of:





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