



Alexander Wang

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Ballard



Introduction

Alexander Wang is widely known throughout the world for its effortlessly comfortable feel and look engulfed in luxury. "Alexander Wang is an American fashion designer. His eponymous label embodies a cool, utilitarian chic, downtown style that is favoured by both critics and models alike — he describes his style as "M.O.D - models off-duty"(Vogue Australia). Wang sells everything from shoes, handbags, accessories, to ready to wear lines. During a interview with British Vogue Wang explained his mission: "My mission was that I wanted to see people on the street that I don't know wearing my clothes. That excites me," Wang (British Vogue). Wang's most recent line: " was a 'celebration of the American hustle. We're taking stereotypes of class and wealth and trying to remix them, giving status symbols a new sensibility'"(Phelps).



Target market

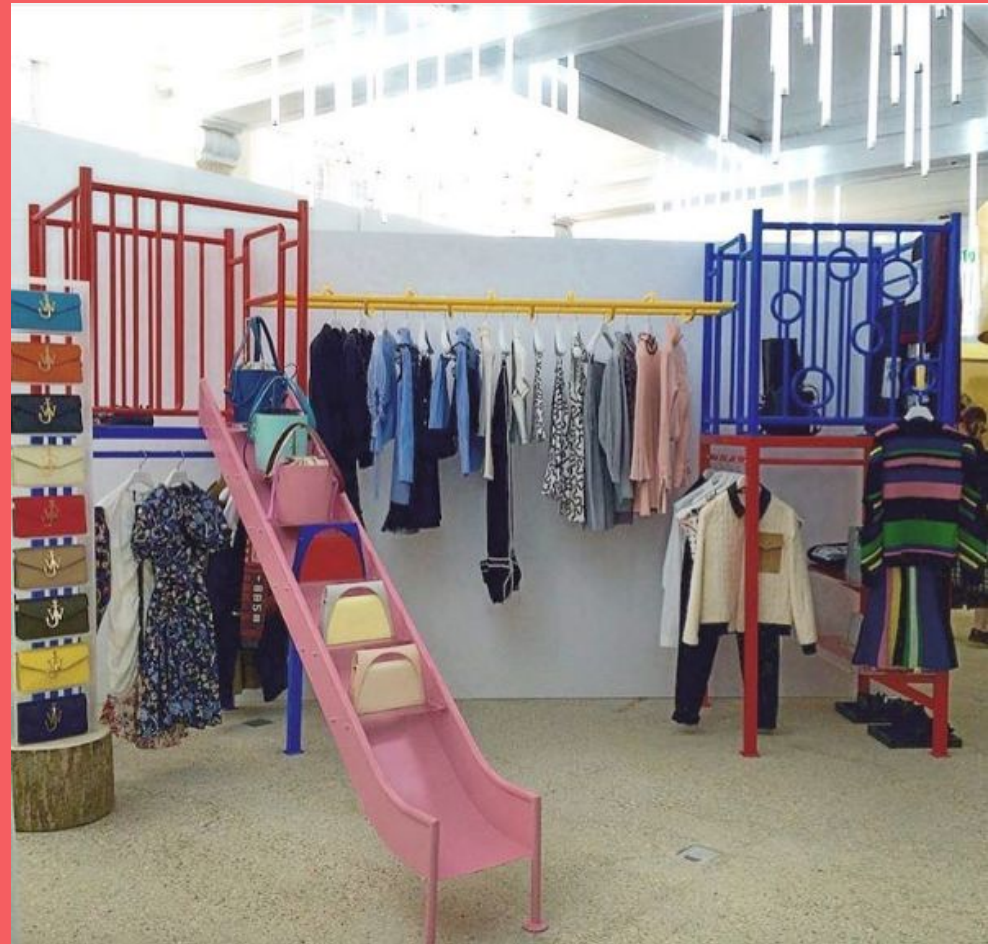
Wang's target market are high class fashion conscious who's age mostly ranges from 20- 40. Alexander Wang reflects a feel that is edgy, cool, chic, youthful with a hit of rebel.

Wang's effortless yet comfortable look attracts models when they are going through their regular daily routines. Customers who like to dress more edgy and grunge tend to go for his clothes a lot of the time with his consistent heavy usage of black.



Competitors

- ❖ JW Anderson
 - JW Anderson embodies the same comfortable feel as Wang but utilizes more vibrant colors and hold a more fun feel throughout the brand.
- ❖ Bell Approach:
 - There is an adoption of a minimal layout and a standard layout. The displays incorporating a fun twist with adding elements of a playground to make the merchandise stand out that much more. In regards to the layout JW Anderson does a better job than Wang with incorporating a fun and unexpected twist to create a overall feel of the store.



Competitors

- ❖ **Stella McCartney**
 - Stella McCartney an English conscious brand: "A lifelong vegetarian, Stella McCartney does not use any leather or fur in her designs. Her collections include women's and men's ready-to-wear, accessories, lingerie, eyewear, fragrance and kids" (Stella McCartney).
- ❖ **The Bell Approach**
 - Stella McCartney's Soho, New York boutique layout follows what the more high fashion brands tend to do. McCartney utilizes the minimal store layout throughout the entire store. In comparison to Wang, Wang does a better job with creating an open clean, and chic feel throughout the store.



Competitors

- ❖ Yves Saint Laurent
 - "Yves Saint Laurent was best known as an influential European fashion designer who impacted fashion in the 1960s to the present day...In 1966, he launched his own fashion labels, where his adaptations of tuxedos for women garnered him fame" (Biography).
- ❖ The Bell Approach
 - The Saint Laurent New York, NY location utilizes a healthy balance between a standard and minimal store layout. They Saint Laurent layout is more appealing than Wang's with the presentation of the merchandise on the store floor.



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Bell's Approach

ALEXANDER WANG

- ❖ While analyzing all three competitors first floor layouts in comparison with Alexander Wang's Soho, New York location the differences and similarities are evident. All four utilize a gallery feel with the layout of the merchandise.
- ❖ Wang could utilize some visuals within the entire store. The visuals on the Wang website communicates the feel and vibe of the clothes. Placing visuals in the store would create a more gallery feel and openness throughout the entire stores layout

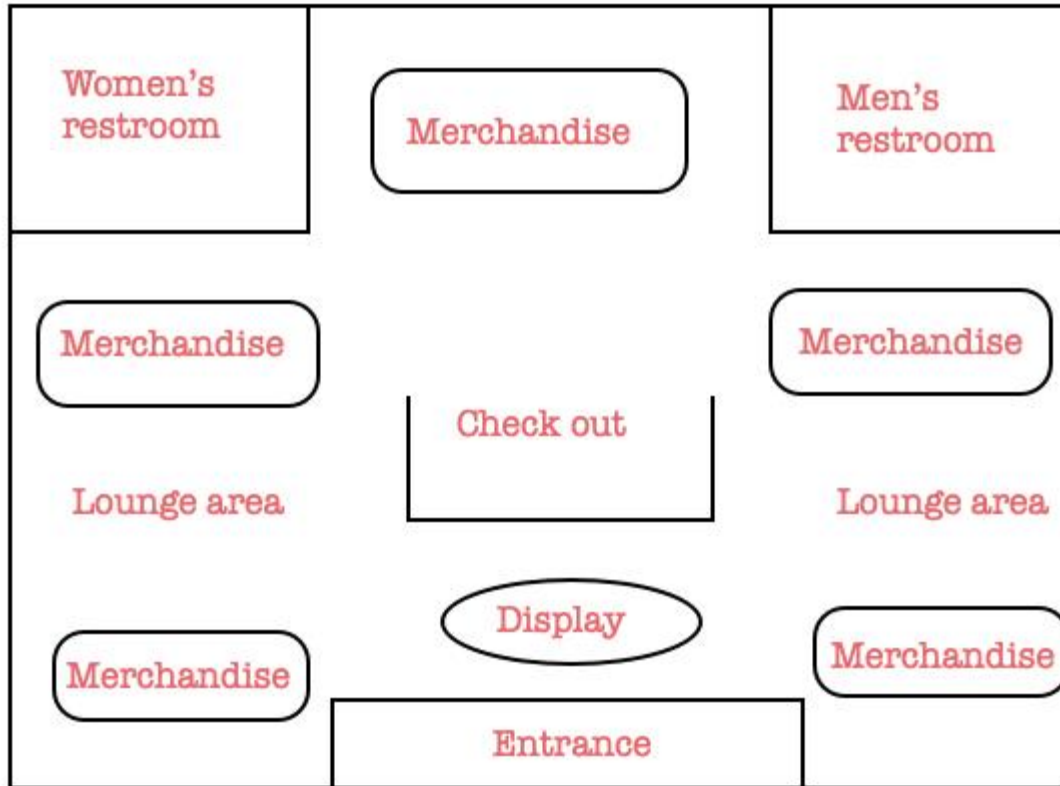
Current display



- Creative
- Rich atmosphere
- Very spacious
- Lack merchandise



Store Layout



Alexander Wang Fall/ Winter 2019-2020

<https://www.youtube.com/watch?v=Ud5nI4fQb58>



Trend highlight for Fall

-Hints of neon fall colors such as red, orange, yellow, and green.

This trend will be displayed in the window. With the choice of bright colors, we are hoping to grab customers attention as they pass the store.

-Animal prints, such as giraffe print

This trend will be displayed at the main entrance. Animal prints are classic.



Cross merchandising

-When creating our display we plan to promote an item from every category. For example, dressing a mannequin with a hat, sunglasses, and a bag which falls under accessories. A blouse which falls under 'tops'. A skirt which falls under 'bottoms'. A pair of heels which falls under 'shoes'. We will also place fragrances on display in the hand of the mannequin, allowing customers to test it out.

Color schemes

-A hint of neon fall colors to match the season and also to draw attention to our displays. Alexander Wang is not big on using different colors especially bright colors, so this will make customers more interested.

Preseason and test merchandise

-Dropping a limited collection a season ahead of time. Based off of customers feedback we will create a larger collection with a similar look for the upcoming season with an unlimited amount.

-Using celebrities as an experiment to see how social media reacts to the item they are wearing. Social media has no filter, either people will love it or they will make meme's about it. Based off of the results, that will determine whether or not the item should be released.



Trend Towards..

- We plan to trend towards customer interactions. We are all customers and interaction at a store is very important. Whether an employee is saying "hello" or you're trying a free sample.
- Our store will contain a lounge area where customers can sit, charge their phone, watch television, have some water, coffee , juice, finger foods, and even a quick back rub session.
- Also, customers will be able to book an appointment with personal stylist.



THANK YOU!

