



Women's Fall/Winter 2019 Collection

Alexandria Lewis-Hawthorne





**\$300**

brown ribbed bodycon dress features a turnover collar, a wide v-neck, long sleeves, a side slit at the hem and a stretch fit. rayon 65%, nylon 35%



**\$800**

faux fur coat with a fluffy design cut for an enveloping fit and fully lined in satin so it'll layer easily over chunky knits.



**\$950**

light pink fox and racoon fur trimmed coat featuring a fur trimmed hood, a button & zip fastening, a drawstring waist and front flap pockets. cotton 100% fox fur 100% racoon fur 100%



**\$1,000**

reversible double-breasted shearling coat. one side is brown suede while the other is dyed shearling. Featured on the shearling side are patch pockets while the other side has exaggerated buttoned pockets.



**\$525**

beige mohair-wool blend brushed crew neck jumper features dropped shoulders, long sleeves, a ribbed hem and cuffs and a loose fit.



**\$300**

pink loose cashmere sweater featuring a turtleneck, long sleeves and a ribbed hem and cuffs. cashmere 100%



**\$440**

black longline ribbed turtleneck sweater featuring long sleeves, a roll neck & a ribbed knit. cotton 85%, cashmere 15%



**\$600**

violet purple cotton blend tie back knitted top features a round neck, long sleeves and a ribbed design. cotton 70%, polyamide 30%



**\$420**

violet plum sheen slip midi dress in adjustable straps, a v-neck, an empire line waist, a flared style, a metallic sheen and side slits. polyester 100%



**\$855**

black leather asymmetric style skirt. leather 100%

# Ideal Consumer

Woman

Age ranges from early 20s to late 40s.

Fashion savvy

Higher income

Price insensitive

Minimalist; loves a good closet staple.

Appreciates luxury buying and luxurious fabrics.

Active in social media

# **Mission Statement**

A.L.H. aims to create and market highly desirable products through innovation and unmatched quality and design.

**FARFETCH**

**SSENSE**

## **The two main distribution channels:**

The first channel is directly from the company to the consumer. This channel is used when a consumer purchases an ALH product from ALH.com or one of the A.L.H. directly operated stores.

The second distribution channel includes a retailer as an intermediary between A.L.H. and the consumer. The retailer may be a solely online entity such as Ssense.com, Farfetch.com or a more traditionally luxury store such as Barneys and Bloomingdales which offers products both in store and online. In the case of the first distribution channel, A.L.H. is solely responsible for deciding which A.L.H. products are offered on ALH.com and in particular directly operated stores. In the second, A.L.H. has some control of what products they will offer to certain retailers. However, the majority of the decision lies in the hands of the buyers and merchandisers for a particular retailer. The decisions made by such buyers highly impact what A.L.H. products are available to customers and help shape brand image.

# Promotion

Billboards in large metropolitan areas like New York or London can be effective.

However, the rise of the internet and social media is an excellent promotion tool for luxury brands. A.L.H. can promote itself through its own website, Instagram, Tumblr, and Twitter pages as well as through good word of mouth spread by bloggers and other social media users.

Full-page advertisements in fashion publications such as Vogue, WWD, and Harpers Bazaar. Also features on online fashion publication sites like Complex or the Vogue website.

Other traditional media such as television or radio commercials are not as effective with this type of brand.

# Celebrity Endorsement



Customers obtain a certain fulfillment for products endorsed by their favorite celebrities. Some would just prefer to buy a product or utilize a service endorsed by a celebrity. A.L.H. believeS this will help get the brand out there.



A.L.H.  
reversible  
double  
breasted  
shearling  
coat.



# Core Values

## **Customer Commitment**

to develop relationships that make a positive difference in customers' lives.

## **Quality**

To provide outstanding products and unsurpassed service that together, deliver premium value to the customers.

## **Integrity**

uphold the highest standards of integrity in all actions.

## **Personal Accountability**

to be personally accountable for delivering on our commitments.

<https://www.farfetch.com/shopping/women/ann-demeulemeester-asymmetric-style-skirt-item-12803214.aspx?storeid=10116>

<https://www.farfetch.com/shopping/women/ann-demeulemeester-longline-ribbed-turtleneck-sweater-item-13249594.aspx?storeid=10015>

[https://www.net-a-porter.com/us/en/product/1102404/Helmut\\_Lang/faux-fur-coat-](https://www.net-a-porter.com/us/en/product/1102404/Helmut_Lang/faux-fur-coat-)

[https://www.farfetch.com/shopping/women/liska-fur-trimmed-coat-item-13858635.aspx?storeid=9140&rtype=inspire\\_portal\\_plp\\_generic\\_anon\\_a&rpos=3](https://www.farfetch.com/shopping/women/liska-fur-trimmed-coat-item-13858635.aspx?storeid=9140&rtype=inspire_portal_plp_generic_anon_a&rpos=3)

<https://www.farfetch.com/shopping/women/chinti-parker-loose-cashmere-sweater-item-13361068.aspx?storeid=10241>

<https://www.farfetch.com/shopping/women/helmut-lang-brushed-crew-neck-jumper-item-13551025.aspx?storeid=11036>

<https://www.farfetch.com/shopping/women/chloe-tie-back-knitted-top-item-13572040.aspx?storeid=9336>

<http://hausofrihanna.com/rihanna-chloe-shearling-coat/>

<https://www.farfetch.com/shopping/women/murmur-sheen-slip-midi-dress-item-14015693.aspx?storeid=9421>

<https://www.farfetch.com/shopping/women/toteme-arezzo-collared-long-sleeved-ribbed-bodycon-dress-item-13645012.aspx?storeid=9359>