

I am Alexandria Lewis-Hawthorne and my Fall 2019 collection, “A.L.H.” will debut during New York Fashion Week. Following, will be an overview of A.L.H.

The mission is to aim to create and market highly desirable products through innovation and unmatched quality and design. A.L.H. is targeting the luxury premium market. A.L.H. is a Fall/Winter women's collection.

A.L.H. focuses on serving consumers who are fashion-conscious, minimalists, and are trendy. The consumer is a woman between the ages of 20-45. She highly appreciates luxury buying and focuses on material when shopping. Active in social media, keeps up with the latest fashion trends, usually shops online, and keen to reading fashion magazines like Vogue, GQ, and Harpers Bazaar. These consumers tend to have higher education and income, are self confident and fashion forward, and they enjoy luxury designer brands and are price insensitive. A.L.H. is a line that consists of many clothing items many would consider closet staples. I want my products to be used over and over again. Not worn once, then stuffed in your closet to be forgotten about.

To achieve greater recognition, A.L.H. is mainly focusing on acquiring more young customers. As a result, it concentrates on developing digital marketing to raise brand awareness in order to have better performance.

A.L.H.'s services will include an international e-commerce site that provides customers to have the brand's products shipped directly to their homes. The label will operate stores in the United States, Japan, Singapore, Thailand, Morocco, Italy, Spain, Hong Kong, and China. There will be free alterations and attentive sales staff who send handwritten thank you notes to customers.

Admiring minimalism, A.L.H. was built from the ability to turn everyday staples into luxury items. A.L.H.'s color palette consists mainly of neutral colors but has a pop of color. You see cream/beige, camel, black, light pink, and a splash of violet. Incorporating pieces that can be worn over and over again is very important. Everyone appreciates a closet staple. The products' material are every high quality. They consist of cashmere, mohair, silk, cotton, shearling, and fur.

A.L.H has 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 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. The products in the collection consist of trench coats, shearling jackets, turtle necks, fur coats, cashmere sweaters, skirts, and dresses.

The consumers of A.L.H. will understand it is a luxury brand. Therefore, they expect to pay a high price for the product. Within the luxury fashion world, price points can vary, as the customers of such brands are not very price sensitive. However, luxury price points for apparel tend to start around the \$500 mark. A.L.H. will be expensive but will be less expensive than competitors. Some competitors being Céline and Saint Laurent, A.L.H. prices range from the \$300-\$1,000 mark. One thing the competitors have over A.L.H. is they offer both mens and womens wear. They also offer products beyond clothing, which include fragrances or even home goods. A.L.H. will definitely expand as time goes on and offer the same products are better prices.

As A.L.H. is still a relatively new line, the target market is relatively small, so it is in the best interest to focus promotion efforts in medias that the luxury group is attune to. This includes full-page advertisements in fashion publications such as Vogue, WWD, and Harpers Bazaar.

Other traditional media such as television or radio commercials are not as effective with this type of brand. 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. Within the leading luxury brands sector, video content can be separated into the following main categories.

Campaigns and advertisements will generally be 30 seconds or less than a minute long for a launch. Runway and fashion shows will be streamed live and behind the scenes will be included. On average, campaigns gain more than 60 percent of total views. This is not purely based on organic tractions, but rather down to heavily paid promotions. Also, celebrity endorsements will get A.L.H. out there. A.L.H. will endorse celebrities such as Rihanna or Bella Hadid. They both have great followings and lots of people will purchase, not only because it's high quality, but because they see them wearing it. Rihanna will wear a product out, paparazzi will capture the moment and from there word will spread. 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.'s core values consists of superior performance, exclusivity, integrity, innovation, sophistication and design aesthetic, relevant, and consistency. A.L.H. connects with customers by making them feel special and unique through the presentation of a special, unique experience. A.L.H. will connect with customers by presenting new visions and new ideas, all in keeping with the core values of the brand. There will be appreciation of the customers' sophistication celebrated through the brand's unique design aesthetic. A.L.H. connects by being relevant to their customers' lives and lifestyle. Relevancy makes the brand special and bespoke for the individual.



LIMITED EDITION ITEM



<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.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>