

Simon Porte Jacquemus

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Background of Designer

The Parisian fashion designer who started his own brand in 2009, Simon Porte Jacquemus was born on January 16, 1990. He was born in a small town in France called Mallemort. Jacquemus was raised by his parents who are farmers (SSENSE, 2017). He grew up in a family that had to work hard for everything and to put effort to earn money which led him to selling lavenders in Paris. When he was 18, he moved to Paris to attend The École supérieure des arts et techniques de la mode, or ESMOD (“Business of Fashion”, 2016). He attended a private fashion school in Paris with a tuition that costs more than his mother’s car . Two months later, he left the institution because he felt that it did not help him achieve his goals. After attending fashion school, Jacquemus stated that he did not know high end designers who have been in business longer than he was alive and “only knew minimalism as his aesthetic”. After staying in Paris for school, Jacquemus lost his mother from a car accident and this leads him to creating his own brand at a young age. He chose to name the label “Jacquemus” because it was his maiden name and was inspired because of his mother and his label was created after her death. As he was not born into a wealthy family, he decided to work at Comme des Garçons to help his label prosper and be known. For this label, he used his job salary from working at a casual luxury store to fund his own line. Jacquemus launched his own label in 2009 and was discovered at the age of 22 where he started joining for Paris Fashion Week and he is famous for creating the “Chiquito bag”.



Figure. 1 Simon Porte Jacquemus

The Market Segment

The marketing segment that Jacquemus promotes is more towards his generation, but he also does state that he designs with his mother in mind creating clothes his mother would wear when he designs it's very broad and for everyone when he made his customer profile Jacquemus states "The Jacquemus girl is a bit of a cliché, she's your typical French girl ("Dazed Digital", 2016). Jacquemus is a young French designer he designs more till fashion forward customers with strong concepts behind their clothing customers of the brand praise the wearable playful and affordable garments. Jacquemas has stated "Everything was telling a story of this French girl not the Parisian girl but the French girl." ("Yaeger,2018").

The brand is especially interesting to those with a young personality and love for France. The customer profile is basically a woman who has a strong stable income, no kids yet, the female from 25 to 35. She is more likely established working with a creative mindset and she has no less than a university degree. She is very comfortable with her income and she has a very stable career and strong career goals. This is the ½ customer profiles Jacquemus created. Jacquemus has stated “Jacquemus it’s not about nightlife and clubbing and things like that it’s more about fruit and vegetables and rolling in the grass.” (Stansfield, 2016). The second customer profile is females from ages 17-25 currently a student who have parents who support them they are currently studying and have a creative mindset also they have low personal income they’re also a bit independent they shop for fun and a sense of enrichment in their lives have ambitious social and career goals. They most likely live in an urban metropolitan area and their parents most likely support them financially. They are less likely to shop on the high Street than other people their age instead spending money on respective clothing labels and Instagram worthy food. This is the second customer profile Jacquemus has created for his brand.

Jacquemus focuses on creating a label with a French taste to it. His recent collections have proven that his use of marketing segments attract consumers who are into “Parisian styles”. Different designers have different ways of promoting their design to the public.

Design



Figure 2: Gigi Hadid runway modeling in FW20.

The looks Jacquemus is known for is carefree, alluring, unafraid young and bubbly French naïve girl. He goes for many minimalist looks. He is known for his catwalk shows to have a narrative throughout his collection. Jacquemus stated “I don’t do collections, I do stories, so I always focus on the story as well as the clothes.” (Graham, 2014). Jacquemus has also expressed in many interviews that his mother is his inspiration. He created his brand once his mother passed. Jacquemus mayo stated “...to me it is my mother. Amy seems a bit strange. But to me it’s more than a tribute she is a woman who still lives through Jacquemus”. (Wild magazine, no date). Jacquemus wanted to show how happy he was so he started off from his earliest memories he could remember. Jacquemus states “this collection began slowly, from memories from my childhood- of seeing my mother after the beach, really happy. “ (Vogue, 2018). These are fabrics that are used for outerwear and it makes it a comfortable wear for many activities. It brings flexibility which many people enjoy. Jacquemus products are produced in

Simon's home town of Mallermort. "...hometown of Mallermort in southeastern France, until it reaches Paris's Gare de Lyon..." (Yaegar, 2018). Simon decided to make his products be produced from his roots and chose his hometown.

Promotion



Figure 3: Women walking down showcasing the product

Jacquemus is known very broadly in the fashion industry today. He has managed to remain in popularity, even in these difficult times with the Covid-19 happening. Jacquemus has focused on ways to capture the eye of their customers leading to an increase in demand for their products. They take into account social media techniques to exploit their business which has been very productive. "Since the lockdown began, one designer has been dominating Instagram

with their savvy social media.” (Leach, 2020, p.1). These efforts have made them a fashion sensation and now they are much known and are continuing to grow. Focusing on getting the message through by showcasing the comfortness and the environment through the photos Simon Porte creates for his social media pages. “Jacquemus is meant to be worn with ease, and the designer regularly creates content showing his pieces in relaxed formats such as hastily snapped shots from his personal fittings on an iPhone.” (Leach, 2020, pg. 1). Promotion is very key for success into a business and Jacquemus has mastered one way of promoting with social media, he utilizes this strategy by the pictures posted. The way it is presented in a perspective that people became attracted to. Simon had also created trends which effortlessly promoted his designs. For example, he previously took a picture of a woman with her oranges under her feet. This had fans starting to recreate this picture and even started a hashtag. “Within hours fans around the world were recreating the image with items found in their home....created the hashtag #JacquemusAtHome and a trend was born” (Leach, 2020, pg. 1).

“The *Financial Times* recently mulled whether Jacquemus should be better thought of as a designer or an influencer...Certainly, he’s a person who makes fashion for influencers, including Kylie Jenner and Hailey Bieber, formerly Hailey Baldwin” (Petraça, 2019, pg. 1). This modern day merchandising format is due to social media platforms like Instagram. Jacquemus, being the young influencer that he is, turned to social media to not only post personal content but also promote his brand. Techniques such photo tagging and hashtags allow promotion to flow more rapidly. People are being influenced to make purchases when they see celebrities such as Bella Hadid, Selena and Beyonce with this iconic Le Petit handbag.

Another factor that has helped influence his brand and facilitates the promotion of his brand is his positive attitude. “Soon he made his way to the city to attend the École Supérieure

des Arts et Techniques de la Mode, at 18, in 2008. He quickly learned that the Parisian woman didn't seem to enjoy herself much. "I was like, *Okay, not at all*," Jacquemus remembers, scrunching his nose. "Not. At. All. They don't have *the* smile. I have no interest in people who don't have a smile." Maybe his mission has been to change that" (Petraça, 2019, pg. 1). This welcoming, warm, positive attitude has allowed Jacquemus to network his way to upcoming fame and also influence Parisian fashion.

Importance of the designer



Figure 4. The infamous lavender runway

In 2019, Jacquemus started the summer season with an iconic fashion show in the middle of a lavender field in Provence. There was a bright fuschia pink runaway going down the field. The invitations sent out were customized sunscreen bottles with the title of the show "Le Coup de Soleil". These bottles were sent out to a variety of celebrities like Emily Ratajkowski to editors like Emmanuelle Alt of French Vogue. Although the Le Petit handbag was already out, consumers were reminded of its concept in this show.

“His market—his fans—are young people like himself: people who grew up with the internet and don’t remember any other way of communicating.” (Yaeger, 2018, p.1). Jacquemus’ instagram format is that he would tell his story by posting three consecutive pictures of the same images. This was influential and intriguing to consumers, resulting in more followers interested in his artistic style.

Since 2018 Jacquemus has been considered an influential brand not only because of its price point but mainly because of its iconic small size. Consumers are reminded of a luxurious and content lifestyle that is seen when people of higher class are wearing this bag. This is the downward flow theory effect. This theory is where a style must first be adopted by people at the top of the social pyramid. Then the style gradually wins acceptance at progressively lower social levels. One could personally think that this has been most effective for this brand.

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