

# ALEXANDER WANG

SILENT SELLING STRATEGY

BY:

BRANDON COREAS

# Introduction:

Alexander Wang is a brand that prides itself in creating an engaging experience with the consumer while showing them that when they make purchases they are investing in a culture and lifestyle rather than simply just a product.

He is combining storytelling along with commerce to create a deeper customer connection.

The Importance of customer connection is to generate a certain level of authenticity for each individual who invests themselves in the brand and its mission.

Store Location: 103 Grand St Ny NY 10013



# Trends :



Trends Identified in his spring 2020 collection are trench/overcoats with monotone colors (Black/Grey/Beige)

# Competitor Visual Displays:



v



Balenciaga Window Display

Marc Jacobs Window Display

Cont.



Interior Display for Balenciaga

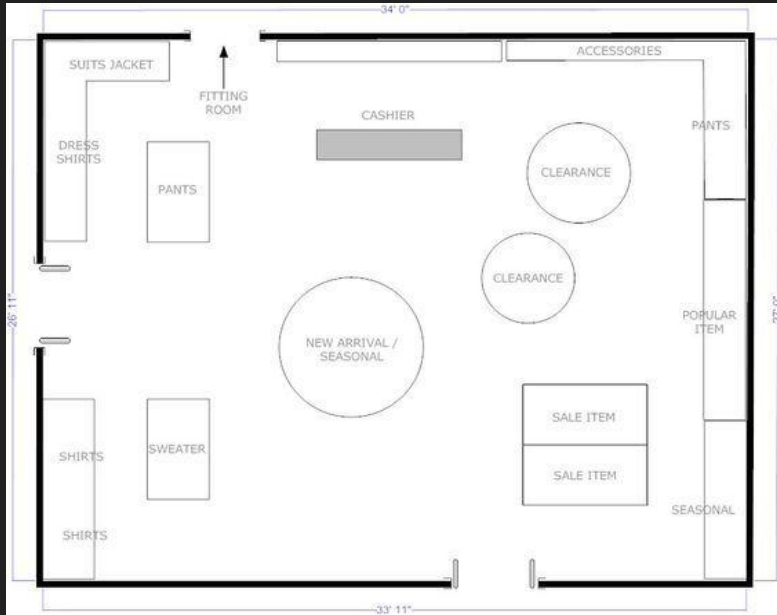
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Interior Display for Marc Jacobs

# Proposal:

My Chosen floor display will be **Free Flow**



Highlighted Trends for Merchandising



Incorporate **Outriggers** as a store fixture

This Feature will make customers feel like their shopping in huge closet. This will provide more comfortability and connectivity to the brand .

Cont.



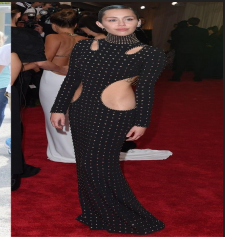
Outrigger fixtures

# Trend Towars:

Trends will be forecasted through Window Displays



Non Store selling  
Influencers/Advertisements





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