

Halston Critical Thinking

Halston was able to get America to believe in American style again and defined American fashion in the 1960s and 1970s. He was able to accomplish this by connecting with the American and portraying it in his collections. He was known for making elegant, well made clothes, with luxurious fabrics. However, he used simple, classic shapes and casual/sportswear appeal. Halston was the first American designer in the stock market who sold his name, leading in licencing deals.

Halston was able to see great success for over ten years with his line. Although his great streak hit a peak of decline during the 1980s. He signed a deal with JcPenney to design for them and sell his clothing in there stores. Halston was thrilled about the idea and figured that he could dress all of America and that he can produce clothing at a lower price point for a different market. However his original clientele and accounts were not thrilled about the idea and did not want to be associated with a luxury designer who also designed for Jcpenney. His original clintle began to stop buying his clothing and his active account dropped him. For example, he had a major account with Bergdoorf Goodman and they no longer wished to do business with Halston after his JcPenney launch. From there the brand continued to decline and there was not much that Halston could do being that his sold his name and company he had limited ownership and almost no decision making power. I think that this could happen to any designer to honestly. As a designer I think you should identify yourself, brand, and target market and try to stick with them and evolve specifically with them. If a designer wishes to expand to gain more revenue and is

considering to tap into a new market, I think that the designer should do a lot of market research and make the move but very cautiously.