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Allentown, Pennsylvania has a variety of natural resources that are used to keep the land sustainable. Allentown's natural resources are the primary source of the state's sustainability. According to the Lehigh Valley Planning Commission, the natural resources of Allentown consists of rivers and streams, carbonate rock, floodplains, wetlands, anthracite coal, woodlands, rich soils and minerals, etc. Some of these natural resources are home to several animals in the area. Allentown's natural resources are multipurpose elements that are greatly depended on.

The city of Allentown is in the eastern-central region of Pennsylvania. According to the United States Census Bureau, Allentown has an estimate of 121,433 people residing there. The city is multicultural, it is home to several different races. Allentown is the third biggest city in Pennsylvania, covering roughly over eighteen square miles (Byrne, 2015). Public transportation in Allentown is comprised of taxis, public buses, coach buses, and Amtrak. Pennsylvania is right next door to the tri-state are so that gives the state a lot of commuters from different states.

Allentown, Pennsylvania has five bodies of water surrounding its borders. These bodies of water consists of the Lehigh River, Jordan Creek, Cedar Creek, Lake Muhlenberg, and the Little Lehigh Creek. The biggest one of them all is the Lehigh River, which is east of the city. Right next to the Lehigh River is Jordan Creek, just north of the city. Opposite of Jordan Creek, towards the south of the city is Little Lehigh Creek.

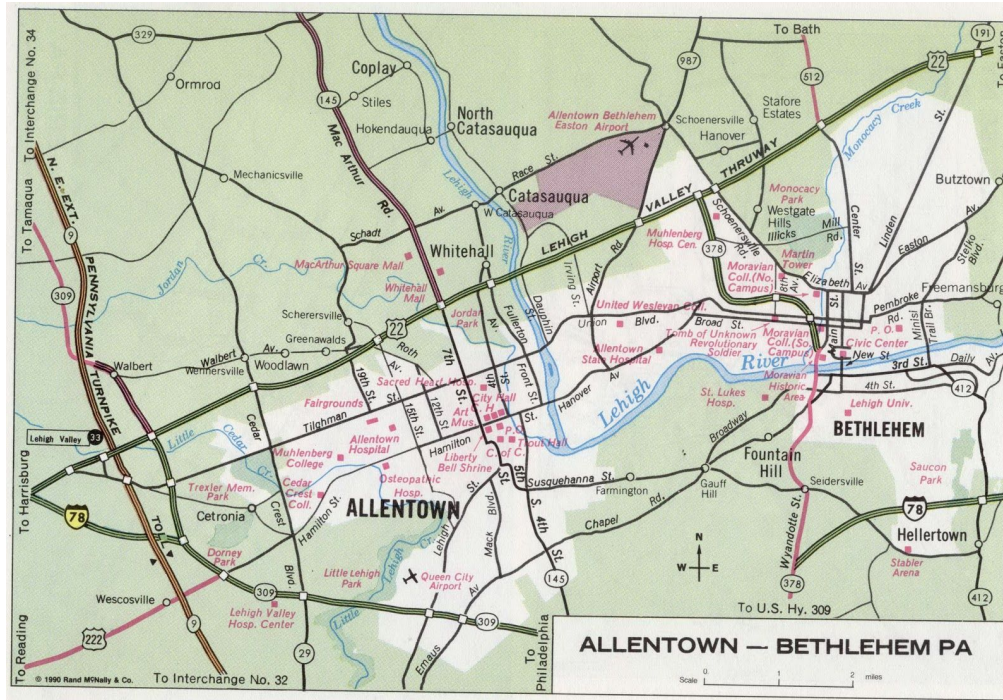


Figure 1

Little Lehigh Creek is connected to Cedar Creek, located in the south-west region of the city. And the smallest body of water is Lake Muhlenberg, just west of Allentown. The importance of these bodies of water are primarily focused on importing/exporting and agriculture/cultivation. Importing and exporting goods help build the economy for places that do not have all the resources it needs to be sustainable. Bodies of water are a major necessity when it comes to farming.

Allentown’s economy over the last five years has grown significantly. The existence of large manufacturers and industries have contributed to the development of the city and its metropolitan area. According to the United States Census Bureau, the median household income is \$38,522. The average household size ranges from two to three people per household. The Census Bureau also states that the average male in Allentown has an income of \$23,141.

While the average female in the city has an income of \$17,630 a year. The annual income of Allentown is less than the rest of the states in the U.S. The ranges in incomes are based off of tax rates, which can be substantial when looking at the cost of living in Pennsylvania. The United States Census Bureau states that people living in poverty represent 27.3% of the state's population. Many residents in Allentown are employed but struggle to live comfortably.

Weather in Allentown is fairly cool for the majority of the year. The city reaches its highest peak during the summer and its lowest during the winter. It rains a lot in Allentown, factors such as precipitation and excessive heat are some key factor leading to it (Sigafos, 2019). Pennsylvania is known for having extreme hurricanes, tropical storms, flash floods, etc. These kinds of natural disasters occur periodically in this region of the U.S. -Stefon- Thom Browne is an American designer well known for reinventing men's suiting and overall changing the look. Born in Allentown Pennsylvania he lived a regular suburban life. One of six children attending catholic school the majority of his life to then study at Notre Dame. While attending school he did not necessarily know or feel his calling (Iredale,2015). After studying at an institution where most aspire to be doctors, lawyers or businessmen, Thom went off to Hollywood to be an actor. He spent some time living in California, where he made the ultimate decision to pack up and move to New York City. As we all know New York City is the place of dreams, where almost everyone wants to be and make it.

New York treated Browne very well he of course began designing and reworking the original mens suit. He began by wearing his own clothing on the streets,where he received pleasant feedback and attention truly benefitting his current day career (Iredale,2015). Browne has been able to not only establish himself as an American designer but a New York designer as

well. Trying to have a heavy focus and he is invested in having pieces mostly made in New York (Iredale,2015). His suits where a hit in a New York one of the most iconic fashion cities in the world. Once a style or designer receives the proper attention from New York fashion week, other fashion enthusiasts begin to watch, follow, adapt, and love his looks.

The inspiration of his iconic suit was his father and general common image of a corporate American male or female (Friedman,2017). His father wore a grey suit faithfully to work. When one comes to think about it, it is pretty essential that you at least own one good suit. For most that is not the case, many individuals do work in corporate offices or professional settings. In most cases one will not be perceived as professional or respected, without proper expected attire. Browne found a way to take the American man's uniform and gives it a fashionable edge, with a more tailored look, highwater trousers, amazing fabric, and great attention to detail (Friedman,2017).

Browne began designing only mens suiting and is slowly making his way into womens wear. Seventy percent of sales are from mens wear while thirty percent are from womens wear (Friedman, 2017). Browne has been able to engage with the millennial consumer, which has been one of the most difficult generations to connect with for many retailers and brands. Interestingly, he has no interest in having a humongous social media reach or presence of course he does have an instagram account for the business, it's pretty necessary these days and he did invest a good amount on his ecommerce.

Although Browne is very clear with himself as a designer his image and vision. He does not follow trends or even care to. Browne states in an interview with the New York Times that he finds it refreshing when things do not change from season to season, and they sort of stay the

same. He has no interest in keeping up with what is cool and happening. Like many designers they have a hot moment where everyone is talking about them, watching, and following them. The presence is so high however half of the people watching and following do not even purchase and the designers hot moment comes to an end(Friedman,2017).

Browne is very clear on his vision and true to himself and that who he is designing for. Browne designs classic clothing in great materials, that are meant to last season after season. When first introducing his suit he knew eventually people will adapt and accept. He never spent time stressing trying to make the suit that everyone else was designing or buying. He made his model and stuck with it and it was ultimately up to the consumer to decide. There are a great deal of people who appreciate classics, timeless clothing, and not always following the crowd.

Picking one area and specializing in it has given Thom Browne much success in the United States, he has been able to invest in a hand tailoring facility ran by his longtime tailor Rocco Ciccarelli (Iredale,2015). He has also been noted over seas and expanded globally. Sebastian Manes the buying director of Selfridges, stated that Thom Browne is one of the main reasons he attended New York Fashion week. Brownes collection is sold at Selfridges and in general is a hit in the European market. Europe contributes to about forty percent of its sales in the lead compared to Asia and America adding up to about thirty percent of Brownes sales. Brownes clothing is sold at Barneys, Bergdorf Goodman, and his flagship store located on Tribeca which started out as a made to order location. This is only the New York market where Browne has been able to establish himself as a designer. He has received attention globally allowing him to open

up about ten stores in Asia as well. He also received a twenty percent investment from a Japanese apparel company, Strip International made back in 2009 (Bergl,2017).

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