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Robyn Fenty: Apparel For Any & Everyone

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Abstract

This paper will focus on the background, market segment, designs, and promotions on the designer Robyn Fenty. This paper will show how she influences many individuals. Additionally, focusing on how being a worldwide famous singer influenced her passion in fashion. Pictures from her Fenty x Puma collections, captured by *Vogue*, are presented throughout this paper, alongside pictures of Robyn Fenty.

*Keywords: Fashion, Influencer, Designer*

## **Robyn Fenty: Apparel For Any & Everyone**

### **Introduction**

Known for being inspired by different types of lifestyles, Robyn Fenty has given people the opportunity to style these looks. From her monochromatic motocross looks, to her Japanese streetwear looks, to the school looks, she gives individuals the opportunity to style these looks the way they want to. "I wanted every woman to feel celebrated" says Robyn about her Fenty x Puma collections. The collections give individuals a chance to style different types of clothing. They can be worn again and again. She gives everyone a chance to express who they are.

### **Background**

Robyn Rihanna Fenty was born the 20th of February in 1988. Robyn grew up in Saint Michael, Barbados and lived in a Bungalow with her mother, father, and two younger brothers. She grew up listening to Reggae and Hip- Hop music which inspired her to start singing at the age of seven. Robyn attended Charles F. Broome Memorial Primary School and Combermere High School. As she was still attending school, Robyn formed a musical group with two of her classmates who were then discovered by an American producer, Evan Rogers. When her music career started to spark, Robyn made it very clear that she had a big interest in fashion (Rihanna).

For Robyn's first collaboration within fashion, she teamed up with Armani Jeans and Emporio Armani Underwear in 2011 for a collection of T-shirts, underwear, and denim pieces. One of her works also includes being the cover of the Balmain spring/summer 2014 magazine. But one big announcement was becoming creative director of Puma in 2014. Since 2014, Robyn has been designing shoes and clothing for her Fenty Puma line for Puma. Robyn reveals her fall 2016 Fenty Puma clothing/shoe collection, which had a dark grunge vibe to it, at the New York Fashion week. In 2017, Robyn's Fenty Puma collection is inspired by the 18th century French style. She focuses more on different shades of pastel colors with ruffles, bows, ribbon detailing, etc. For her 2018 collection, Fenty Puma has a more motocross kind of look. She uses complementary colors for this collection which brings out the colors that are used for spring (Matera).

Robyn Fenty's collaborations with different designers has helped her improve her clothing style and also influence other aspiring models in the media. Robyn doesn't just focus on her clothing line, she also has a lingerie (SAVAGE X FENTY) and cosmetic line (Fenty Beauty). As an entrepreneur, Robyn opens up her collections to a diverse group of people. She has a certain target market for her lingerie line for plus-sized women and her cosmetic line for more women with darker shades. Many makeup and clothing brands tend to leave out a group of people that don't really have much choice at certain stores. But Robyn has included everything that everyone would need. (Bobila)

Robyn's collections are also available online which makes it easier for consumers to get a purchase on her line. As a big figure in the media, she makes sure that her consumers feel satisfied with their purchases before and after making a decision.

### **Market Segments**

Robyn's Fenty x Puma is not designated towards a particular individual. Her clothing is meant for both women and men. These collections are aimed for people who aren't afraid to express themselves and are willing to splurge on these high priced items. Her collections pieces are pretty pricey, but they sell out fast. Depending on the shoes, in the Fenty x Puma collection, the price range is at about \$100+. Also depending if the shoe is popular, it will cost more, about \$200-\$400, and it will also be difficult to find at stores since they sell out really fast. Famous clients like Madonna, Cara Delevingne, Gigi Hadid, and Kylie Jenner all show love to the Fenty x Puma shoe collection. Additionally, when it comes to her apparel, clothing can be high on price. Clothing that does not really catch the consumers eye go on sale and have lower prices (COMPLEX).

### **Design**

When it comes to her designs, Robyn has a wide range of looks from her collection. For her 2016 Fenty x Puma ready-to-wear collection, this line was inspired by Japanese/Gothic streetwear. The colors mostly used in this line were black and white. When having models walking down the runway to promote this collection, she had them

wear a lot of dark makeup along with a white look on the models hair. For her 2017 fall collection, she was inspired by a school look. She had her models walk around in oversized clothing and had them categorized in groups that exist in schools. For example, popular, athletic, “nerdy” kids. Additionally, she had a spring 2017 collection which was inspired by a 18th century French Style look. She uses Italian fabrics for this collection. Finally, her 2018 collection is inspired by motocross looks. She uses belts, leather, monochromatic colors, and stripes to show this collection off. Her collections involve oversized, bodycon, silhouettes that gives people a choice on what they'd prefer. (WWD)

Since being a famous singer influenced her love in fashion, Robyn decided to give the world a taste of her own looks. Like every other celebrity, having a stylist and having your own taste in fashion can be really influential to other people.

### **Promotion**

When it comes to promoting her products, Robyn uses a diverse group of models in order to show the world what she's been working on. Also, she uses her own platforms to let consumers in on what they've been wanting. Additionally, the Puma website usually promotes the Fenty x Puma by adding ads all over the page. She uses models of different colors and sizes to promote her collections which shows the consumers that they are welcome to purchase these looks. Fenty Pop Up shops in New York City and Los Angeles give buyers an opportunity to get the collection easier and at a fair price. These pop up shops are not opened for a long time. This gives people from every cultural

background to purchase these goods. You can also find her clothing on Nordstrom Rack, Puma, Saks Fifth Avenue, and ASOS. No matter how many collections Robyn seems to put out, they all end up being sold out and very difficult to purchase. Most looks don't end up being restocked or they get restocked at a certain time and date and still end up being sold out (Matera). One thing that I admire from Robyn is the way she uses a diverse group of models to present her work. She uses male and female models of different shapes, colors, and backgrounds. But many individuals might find her collections "weird" or "overrated" but I disagree. Clothing is what YOU make of it. The way YOU style it. You get to use your creativity and start playing around with it until you feel comfortable with what you're wearing. You can show others that your style is unique and that getting out your comfort zone is important and reflect who you are and what you like, overall.

### **Relevance**

Robyn Fenty focuses on the way her consumers feel when putting out her apparel. She makes sure everyone feels comfortable in what they're wearing, especially women. She loves to promote women and makes sure that every woman out there is feeling good about herself. Robyn continues to be praised by very well known people for her hard work! "I feel this collection is very close to Rihanna's style and is based on what Rihanna would wear everyday, and I think that's why the show had to be placed in NY. I'm impressed as I could see her personality through this spectacular show" says

Mitsuhiro Kubo, GR8 Founder & Creative Director (HYPEBEAST). Showing people that women, and men, can wear and do anything is the kind of praise that we need. We need to show everyone to express themselves with words, and most importantly, style (HYPEBEAST)!

### **Conclusion**

Known for seeking inspiration from different cultures, Robyn has applied this to both her music and business careers. Her designs are loved by many people around the globe and are worn differently to show each individual's style. Her collections continue to grow due to the fact that she stays on top of what's trending. She is young and know what young people like and don't like and is what makes Fenty Puma great! No matter skin color, body shape, or lifestyle, Robyn praises everyone.



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Robyn Rihanna Fenty (from *People* and *Bazaar*)

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(from *Vogue*)



(from *Vogue*)