



Robyn Rihanna Fenty

By: Camila Vizcaino

Background

Robyn Rihanna Fenty was born February 20th, 1988. She grew up in Saint Michael, Barbados with her parents and siblings. Growing up, Robyn was inspired by music, which later got her recognized by an American Producer, Evan Rogers. Robyn then became musically active since 2003. Her interest in fashion had a lot to do with her finding herself and knowing her don'ts (on what not to wear). Since Robyn became a big star, she was a fashion influencer for many individuals, which she then put her fashion skills to use.

Market Segment

Robyn's Fenty x Puma collections is targeted more to the younger community. These collections aim for individuals around **mid teenage years - mid adult years**. Her apparel is opened to any and everybody. Pretty Pricey. Usually sold out fast! Male & Female collections.



Here's a clip of her explanation on her Puma line

0:32-1:20

Some of my favorite
Fenty x Puma looks



2017 Collection

Leather Ankle Strap
Platform Sneakers





Fenty x Puma Fall 2016 Ready-to-Wear:

Japanese
inspired
streetwear/
Gothic look.



Fenty x Puma Spring 2018 Ready-To-Wear:

Motocross Inspired Look

Designer's looks:

Robyn is mostly known for her **Fenty x Puma**, **Fenty Beauty**, and **Savage x Fenty** lines. She's had ready-to-wear collections from 2016-Present. They all serve different types of looks. New York is where the story of Fenty x Puma began.

Fall 2016: **Japanese streetwear, erotica, goth**

Fall/Winter 2017: **"Back to School" (school girls, jocks, punks, etc.)**

Spring 2018: **Motocross**

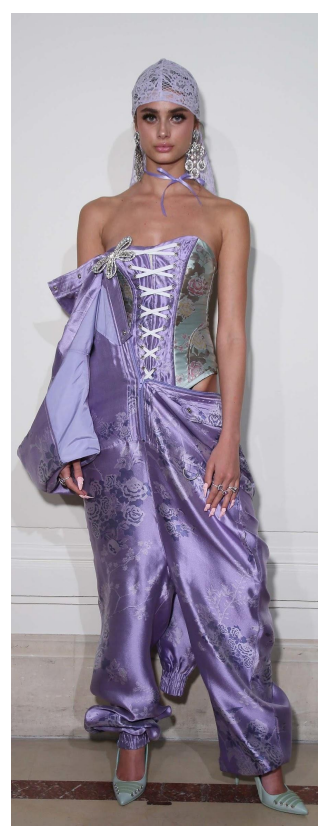


2016 **Fall**
Collection



Fall

2017
Collections



Spring



Summer

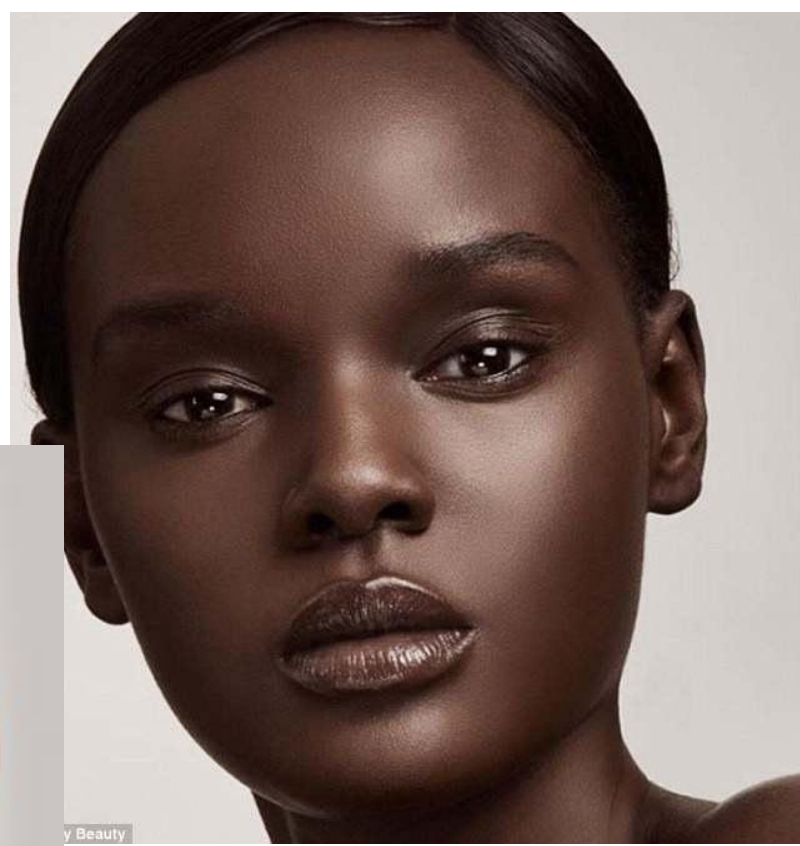
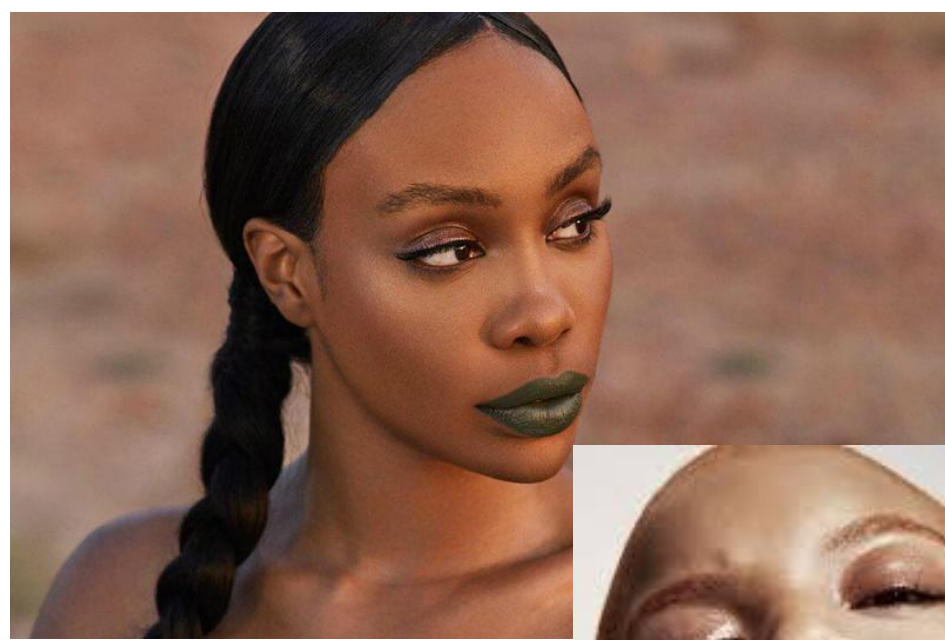
2018
Collection

Promoting:

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 not only focus on apparel, she also has lingerie and makeup lines.



**Savage
X
Fenty**



**Fenty
Beauty**

“I wanted to include every woman. I wanted every woman on the stage with different energies, different races, body types, different stages in their womanhood, and culture. I wanted women to feel celebrated and that we started this shit. We own this. This is our land because really it is.”

Many might find Fenty x Puma as an overrated or “weird” collection, but to ME it’s different. You get to use your creativity and “weirdness” through these different kinds of looks.



The



End