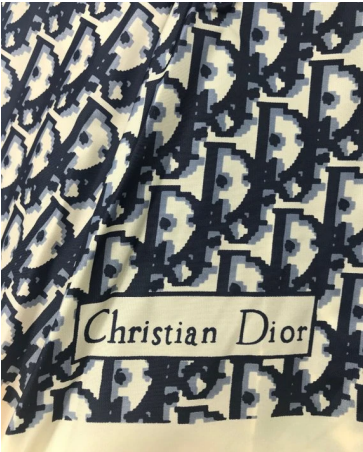


Images of Christian Dior and His Style



CD  
Dior



**Stocked Department with Merchandise from Dior, Armani Exchange, and DKNY**



Dior Shirt with Buttoned Collar



Dior Sleeveless Sweater



Dior Cropped Pants



Armani Exchange Crepe Smart Pants



Armani Exchange Knit Top



Armani Exchange Matte Double Layer Mini Skirt



DKNY Sailor Pant Jumpsuit with Tie Neck Cream



DKNY Pull-On Wide Leg



DKNY Open Tie Neck Top with Ruffle Sleeve

	Pants	
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### **Department 3: Gucci, Calvin Klein, and Ralph Lauren**

#### **Why is Gucci considered a “great”?**

Gucci is considered a “great” in the fashion industry. The brand is affiliated with exquisite Italian craftsmanship and high quality luxury merchandise (15 Top Designers you need to know in 2021, 2021). From leather goods, ready-to-wear apparel, and accessories, Gucci has been worn by celebrities and has popularized itself with the double G interlocking logo, which the brand is recognized for (Team, 2021). Gucci’s current creative director Alesandro Michelle has continued to fuel the brand's success by tapping into the millennial market through the usage of pop culture references and new designs. Divergent from other luxury brands, Gucci has acquired popularity through the brand's rich heritage, history, and a distinct framework presented by the late Guccio Gucci in Florence, Italy of 1921 (Stephanie, 2021). As a recognizable fashion house, Gucci produces everlasting luxury merchandise while exuding Italian excellence. The brand is representative of authoritative fashion and innovative designs, while staying modern and true to the times (Dudbridge, n.d.). Notably, Gucci is very stylish, desirable by consumers and remains highly ranked for 21st century top luxury brands (15 Top Designer Brands you need to know in 2021, 2021).

#### **Gucci’s Aesthetic in Relation to Retailer**

Gucci's aesthetic translates to the retailer Saks Fifth Avenue. In light of brand values, Gucci’s brand personality is multi-dimensional, however it affiliates with an upper class, sincere and sophisticated consumer (Anhquanta, 2020). Gucci, as a market leader in the fashion industry, has worldwide brand reputation and smart marketing efforts to enforce the brand's image.

## Saks Fifth Avenue Fortnite Festival

Gucci makes a great fit for the retailer Saks fifth Avenue because the brand's products are exclusive as producing limited quantity products at high price points (Stephanie, 2021). The brand reflects the perception of contemporary, eclectic, and romantic pieces as replicated through their image. Gucci's new consumer segment, young adolescents have led the brand to redesign their apparel and accessories to interact through various channels (The Business Model of Gucci, 2021). The brand aims to infuse their online and instore experience to gain popularity, while Saks Fifth Avenue takes pride in a digital customer experience. In totality, Saks Fifth Avenue is about providing tasteful, curated options for luxury fashion which makes Gucci a precise match for the retailer (Saks Fifth Avenue About Us, n.d.).