

How Ronnie Fieg Became Ronnie Fieg

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*Background of Designer*

Fashion designer and entrepreneur Ronnie Fieg, who is currently 33, was born and raised in Jamaica, Queens, New York on June 16, 1982. Ronnie Fieg attended Benjamin N. Cardozo High School (Safronova, 2017). Coming from a Jewish household, Fieg had to follow Jewish traditions. With that being said, at the age of thirteen Ronnie Fieg had a bar mitzvah. A bar mitzvah is a Jewish initiation ceremony where a boy turns the age of 13, which indicates his transition into adulthood. David Zaken, who was his second cousin and owner of David Z a sneaker and sportswear retail store, was at his ceremony. He came up to Fieg and handed him a gift: an envelope with cash. Fieg decided to turn down the gift and ask for a job at his store instead (How Ronnie Fieg created the next great brand, KITH 2019). The following day, he started working at David Z as a stock boy. By 2007, he was promoted to head buyer (DeLeon, 2015). In a 2017 Complex interview with Noah Callahan-Bever, Ronnie Fieg talks about his first collaboration with ASICS, a Japanese footwear and athletic manufacturer. The “252” pack. He had the opportunity to look at the company’s archive and select the product he wanted to work on. He decided to work on the Gel-Lyte III sneaker because he had a connection to the shoes when he was younger; it brought a memory of his early age. The collaboration consisted of a pack; three different colorways and 252 pairs for each colorway, a total of 756 pairs each sold separately. Having a hard time to sell all of the 756 sneakers and not telling David about the collaboration, he was on the edge of losing his job. But a couple days later, the sneakers and his name were mentioned on the pursuit section of the Wall Street Journal. This caused a line to form at David Z and all pairs

were sold in two days. In the same interview he talks about other collaborations he had after his first collaboration and how a couple years later he decided to put his name and his brand, Kith, into the collaborations he worked with. He also talks about leaving David Z and deciding to create his own retail shop and clothing brand Kith. This was the start of him entering the fashion industry.



Figure. 1 Ronnie Fieg x ASICS Gel-Lyte III “252” pack

*The Market Segments*

Ronnie Fieg tries to aim for everyone. Whether old or young, men or women, he wants to make special products to make his customers feel special. As said by the man himself, “I want to cater to anyone who wants to be special. I don’t care if you’re 90, if you’re fucking thirteen. I’ve been preaching this shit since I was a kid that my biggest inspiration is Ralph [Lauren]” (Woolf, 2016). When asked about what his brand, Kith stands for; he responds with this, “Right now, it stands for New York and for wanting to be different. When you say standing for New York, that means that it stands for all cultures, all styles, all races, both genders” (Woolf, 2016). The average consumers of Kith are teenagers, usually between 14 and 18 years old. These consumers are usually in high school or college, which is when they feel their appearance matters. For the teens 16-18, possibly 15, have a part time job, probably in retail. Their average monthly salary in 2019 is about \$2,874 depending on their location, provided by the website, Zip Recruiter. For the teenagers who don’t have a job and are financially supported by their parents, the average income for a household in 2019 is \$61,372 (Amadeo, 2019). As teenagers have more leisure time than adults, they have more time to shop, online and in store. Many of Kith’s consumers come from different backgrounds. Man or woman, the brand appeals to everyone in some way. As more and more people get into fashion, they will come to know Ronnie Fieg and his brand Kith.

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