



**NEW YORK CITY COLLEGE OF TECHNOLOGY
THE CITY UNIVERSITY OF NEW YORK
DEPARTMENT OF BUSINESS**

**CONTEMPORARY DESIGNERS AND LUXURY MARKETS
BUF 3310
Professor Jackson**

*Department of Business
New York City College of Technology*

BUF 3310 TERM PROJECT:

‘CREATING A RETAIL EXPERIENCE: HONORING THE WORLD GREAT DESIGNERS’

DUE: NOVEMBER 30TH, 2021

Your store is preparing a “Fortnight Festival” (a two-week promotion) honoring three of the world’s great designers. This promotion will run throughout the store covering all departments.

You are responsible for:

- Preparing the store layout and display featuring contemporary garments and accessories which were inspired by each of the great designers you are featuring
- Advertising copy

PART 1:

In the area of apparel and accessories you will create a department for each of the designers.

- In each department you will describe with a written report why each designer is considered a “great”?
- include images of the designer and examples of their style.
- What are the characteristics of this designer’s aesthetic that translates to your store today?

You will stock each department with clothing and accessories from current collections of contemporary designers and brands that are inspired that particular designer featured in the department. Each department will have 20 products including garments and accessories.

PART 2:

You will provide the local newspaper with the written details of your promotion.

The copy should answer the following questions:

- Where will the promotion will be held?
- When it will begin and end?
- Who is being promoted?
- Why is each great designer significant both then and now?
- What will be featured in product and incentives to shop?
- How you are setting up the departments with products and décor?

FORMAT AND PAPER REQUIREMENTS:

This project should be 8 to 10 pages (not less than 8 pages) in length, double-spaced, 12 point font, Times New Roman, and should follow the APA format for documentation, not including visuals. All visuals should be presented at the end of the research project.