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### Oscar De La Renta Outline

Oscar De La Renta was born in the Dominican Republic in 1932 surrounded by bright colors, music and warm weather. At 18, he moved to Spain to study painting. He then became interested in Spanish fashion. He then began sketching for various Spanish fashion houses which led to him working for couturier Christobal Balenciaga. After leaving Balenciaga he began working as a couture assistant at the house of Lanvin. In 1963 De La Renta relocated to New York where he designed for Elizabeth Arden's clothing line where he gained notice from the public. In 1965 Oscar used his experience he gained working for established couturiers to open his own house.

#### Major Contributions:

- 1973-76 and 1986-88 De La Renta was a president of the CFDA (Council of Fashion Designers of America) and while in office created the CFDA Awards
- 1982 – 08 contributed to male fashion when he volunteered to redesign the official Boy Scout of America uniform.
- 1993 – 02 Oscar designed the couture collection for the house of Pierre Balmain, becoming the first American of that time to design for a French couture house.

#### Creative Process:

- When it comes to his creative process of the Boy Scout uniform the uniform should be made for strenuous activity, made from easy care fabric and at the wearer should look like a scout.
- Oscar used brighter color schemes, he used khaki tan shirts that were worn with or without neckerchiefs. The women of scouting wore a yellow signifying happiness and

good cheer. Club Scout leader uniform also included blouses designed to be clean yet feminine. Some of the other items included pants, shorts or a skirt.

- When creating the designs for Balmain's 1993 collection, De La Renta considered the type of women that would wear these ensembles. The sophisticated women that knows what she wants. De La Renta uses elegance combined with modernity to create the Balmain couture styles.

#### Brand Identity/Techniques:

- After designing for Balmain and dressing first ladies the brand identity Oscar was creating was a legacy for a heritage brand. A brand for every woman at every stage of her life. Oscar wanted to make every turning point of a woman's life memorable. Dressing several first ladies: Jackie Kennedy, Nancy Regan and Laura Bush.
- Some of De La Renta branding techniques were having fashion editorial of popular supermodels and politicians in A-list magazines like Harper Bazar and Vogue wearing his designs.
- Dressing different first ladies for different social balls and events and them being photographed by the media. Creating timeless, classic designs was his signature.

#### Target Customer:

- The Oscar girl ranged from age 24-50 years old, with occupation of movie star, model or politician, living in rich areas like Beverly Hills or in Manhattan.
- These women read magazines like Vogue and Marie Claire
- To reach these high-profile women, the De La Renta team appeals to their leisure time. These women enjoyed upper class social balls, vacationing and attending fashion shows or appearing in them.

### Historical Attitudes:

- Oscar de la Renta stood out because of his background in D.R. and what he studied in Spain and Europe. These influences inspired fun bright colors, bold prints and feminine silhouettes.
- By the end of the 20<sup>th</sup> century Oscar has become known for his designs all over the world. Bill Clinton was president and knitwear, long lengths, unisex fashion, faux fur and the essence of sex appeal were some popular trends on the runway.
- Oscar conformed with the trends that spoke to his idea of the Oscar girl. Paris was a key influence for the fashion of the 90's, he adapted some of the elegant, modern trends like knitwear and classic prints.

The foundation of his work was great craftsmanship. His influences speak through his clothing while adding modernity to every collection throughout the decades.

## Reference

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