

Zac Posen

The man who believes authenticity is what's cool.

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A. Background of the designer

Zac Posen, also known as Zachary E. Posen was born on October 24, 1980 in New York, New York. Before he was known for his glamorous evening gowns and cocktail dresses, he was raised in the SoHo neighborhood of lower Manhattan. His father was a painter and his mother was an attorney. Posen, attended an independent school, Saint Ann's School in Brooklyn. Being exposed to the industry by family and neighbors he took a liking to fashion.

At the youthful age of sixteen, Posen studied pattern making at the Parson's school of design in a precollege program. He later interned in 1996 at the Metropolitan Museum of Art Costume Institute. "In 1999, Posen graduated from Saint Ann's and began working as a design assistant for Tocca fashion house. Later that year he entered the womenswear degree program at Central Saint Martin's College of Art and Design at the University of Arts in London" (britannica.com). Soon he began to be recognized for his talents, super model Naomi Campbell even wore one of his designs.

In 2001 Posen returned to his hometown New York City and held his first fashion show. In 2002, he released his first ready-to-wear collection which audiences felt mixed about. When a Hollywood actress Natalie Portman wore one of Zac's designs to her movie premiere later that year fashion powerhouse and Vogue editor Anna Wintour sat front row at New York Fashion Week. "Posen's 2004 collection ventured into sportswear and earned himself a Swarovski Perry Ellis Award for Womenswear from the council of Fashion Designers of America" (britannica.com). Posen has tailor maid designs which were sexy and elegant, he quickly became the favorite of top Hollywood actresses.

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He then received criticism for being concerned with the social part of the fashion industry then with clothing design. Because of the backlash with all the criticism as well as a decline in sales due a global economic crisis in 2008, Zac Posen launched at “fast fashion” collection. This collection is for the Target Corporation which is a mass market company. Consumers can purchase at Saks Fifth Avenue and other retailers alike. From 2013 to 2017 Posen was a regular judge on the competition show Project Runway. Coming December 2019, Zac Posen will be launching show collection.



Figure 1. Fashion Designer Zac Posen

B. Market Segments of the designer

The number one rule for any fashion business is “know your customer”. One reason for Zac Posen’s success is his team knows when and what to sell to consumers by figuring out its target market. The goal of any fashion business is to find new consumers and attempt to turn them into regular customers.

All over the world in places like Hong Kong and San Francisco when are heading to shopping stores to purchase the latest in Zac Posen fashion. When one thinks about the geographic of the consumer that Posen targets, the key component is figuring out where do they live. Zac Posen customers live in major cities across the United States and other countries. “Posen is looking to explore what other strategic partners are out there that will help the company with growth, particularly overseas expansion” (Lockwood, 2019). Zac Posen is in 22 countries all over the world and online. According to the U.S. census, major states like California, the race and origin of the population in that city help determine who shopping for Zac Posen. Posen’s clothing is sold in Neiman Marcus and Bloomingdales just to name a few locations. “Posen customers live in urban cities around the world“(Prezi.com). In a city like Los Angeles, are more than 52% white people, over 48% Hispanic and over 8% black or African American. Looking at these numbers one can say that the majority people shopping for Zac Posen is the white population.

The demographics of the consumer Posen wants to react is young women who are modern and trendy. The occupation of these women are usually movie stars, super models and socialites. “Posen’s brand is focused on women in their late twenties to their forties” (Prezi.com). Women who shop at stores like Neiman Marcus generally make a lot of money which means

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they have a large enough discretionary income to spend on luxuries. These women are generally college educated and make over 100,000 a year. According to the VALS System, women to fall under this category are deemed “Innovators”. “Members of this group typically: are always taking in information and are confident enough to experiment” (strategicbusinessinsights.com). Innovators like celebrities and social media influencers stay on the look for what’s new in fashion and potentially start new fashion trends.

Getting into the mind of the consumer is the goal for the designer. How does social class and lifestyle of the consumer affect the way they shop? The consumers’ personality is sociable, elegant, likes to read books and go to Broadway plays in their free time. Some of their leisure activities include going to yoga, taking a stroll through Central Park and attending fashion shows or ballets. Most of Zac Posen’s customers have a fulfilling high profile lifestyle.

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