

Major fashion brand: Alyx

Who is the brand owner?

The brand owner of Alyx is Mathew M. Williams. He was born in Chicago, but raised in California. In 2015 he started a women's ready to wear collection. Later including men's wear. New York and California influenced William's innovative technical, sustainable, and craftsmanship vision. Alyx is familiarized with dark tones, emotional expression, and commitment to detail.

Is the brand a wholesale brand or private brand?

Alyx is a private brand because his brand is exclusively by a particular retailer.

What is the brand's fashion level? Mass-market brands, premium brands, luxury brands?

The brand's fashion level is a luxury brand because they achieve high quality status to their garments.

What are the channels of distribution utilized?

Multiple e-commerce channels. Alyx can be purchased on their own website others such as ssense. Major influencer's play a huge role such as famous rappers, models, or the brand itself posted on social media. This is significant because their target market ranges the age of early 20s to 30s. Typically for those who can spend from \$150 to over \$5,000. Special requests are also available depending on the product. For a limited time there are pop up shops in Ginza, Toronto, and Paris.

What's the scope of distribution (number of stores and geographic availability), if applicable?

About 40 stockists in Asia, Middle East, and Europe but the highest are in Japan and China. In the United States however, there is a limited amount of goods in Barneys New York, Dover Street Market, Nordstrom, Opening Ceremony, etc.