

# John Galliano & Anna Sui

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By  
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John Galliano



Anna Sui



## About John Galliano

- Born on November 28, 1960 in Gibraltar
- In 1980 he went to Saint Martin's School of Art
- "Les Incroyables" a graduation collection
- First British designer to head a French haute couture house (Givenchy)
- Later became a designer for Christian Dior a year later
- Anti-semitic rant lead him to be fired
- Known for outrageous designs

# About Anna Sui

- Born on August 4, 1964 in Detroit Mi.
- She went to Parsons School of Design
- Was a stylist for Steven Meisel
- Started her business in 1980
- Her runway soundtrack is iconic
- Known for vintage and glamour style with a bit of her background



# Market Segment

## John Galliano

- Produces RTW collections towards women and men
- Women ages 30-45 years old
- An income at least 100k to 500k
- Classy with an over the top detailing

## Anna Sui

- Also produces RTW collection, but finds a way to sell for affordable prices
- Women ages 16-30 years old
- An income at least 100k
- Rock star staples with vintage patterns





# Garments & Merchandise

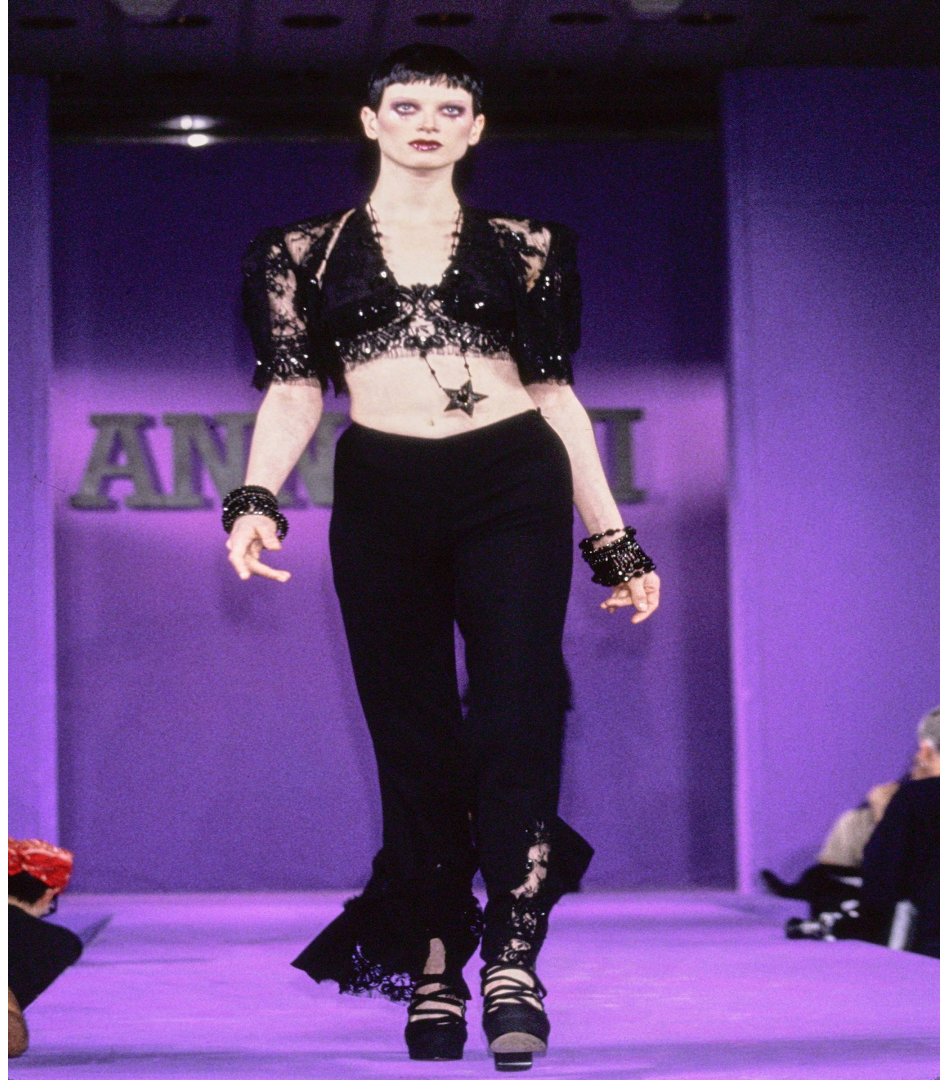
## John Galliano

- His silhouette pieces are in masculine cuts (sometimes)
- Tailors every piece in a well done order
- Now using technology in his pieces

## Anna Sui

- Uses a variety of abstract prints to her pieces
- Recommends Hydrocarbon dry cleaning for all collection clothing







# Similarities vs Differences

## John Galliano:

1. He didn't discover fashion until later on
2. Complex his pieces, but with grace.
3. Methods of techniques

## Anna Sui:

1. Knew she wanted to be a designer
2. Started her business in 1980
3. Accessible clothes

## What do they share?

1. They are both very shy
2. Don't have a specific set of style
3. Inspired easily from so many diverse viewpoints.



John  
Galliano