



Visual Merchandise Proposal



Y=3

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INTRODUCTION

Y-3

Yohji Yamamoto

- Yohji Yamamoto is an influential Japanese fashion designer based in Tokyo and Paris
- Creator of Y-3 and Yohji Yamamoto (self titled brand)



Introduction Cont.

- The "Y" stands for Yohji Yamamoto, the "3" represents adidas' three signature stripes and the "-" signifies the link between the two. Yohji Y-3 created a bridge between avant garde fashion and sportswear.



- Y-3 represents design, true craftsmanship, and the future in sportswear.

Store location

Y-3- on 92 Greene St,
New York



Target Market

Demographics

- **Aspiring A Lister** - Individuals that often spend money on status brands.
- **Connected Bohemians** - liberal lifestyles. Its residents are a progressive mix of tech savvy
- **Young Digerati** - live in fashionable neighborhoods on the urban fringe. Affluent and highly educated.

Psychographics

- **Innovators** - confident enough to experiment, make the highest number of financial transactions, have international exposure, are future oriented, are self-directed consumers
- **Experiencer** - This group has a lot of money and are very expressive they are said to be "first in and first out of trend adoption"

Y-3

Y-3 on 92 Greene St, New York

(Strengths)

Uniqueness- Designs are avantgarde in terms of sportswear and footwear

Fashion Forward- Groundbreaking technology utilized in the materials and textiles chosen for clothing

(Weakness)

Location - Green St is a very lowkey area so not many new customers are finding the store

Limited Stocks- Not easy to find particular products as sku numbers are on the lower side

(Opportunities)

Always willing to diversify- Always ready to adapt to new trends with a twist of their brand implemented as well.

(Threats)

Wholesale retailers- Selling Y-3 merchandise at a discounted price takes away from consumers actually traveling to the stores

SWOT ANALYSIS

Bell's Approach



(Figure 1. Rick Owens 30 Howard street)



(Figure 2. Y-3 92 Greene Street)

Store Layout

Minimal Layout - Permanent

Minimalism and effectiveness is the essence of the brand.

All of the clothes would benefit from having its own individual space and artistic display.



2020 TREND

