

HALSTON

ROY HALSTON FROWICK



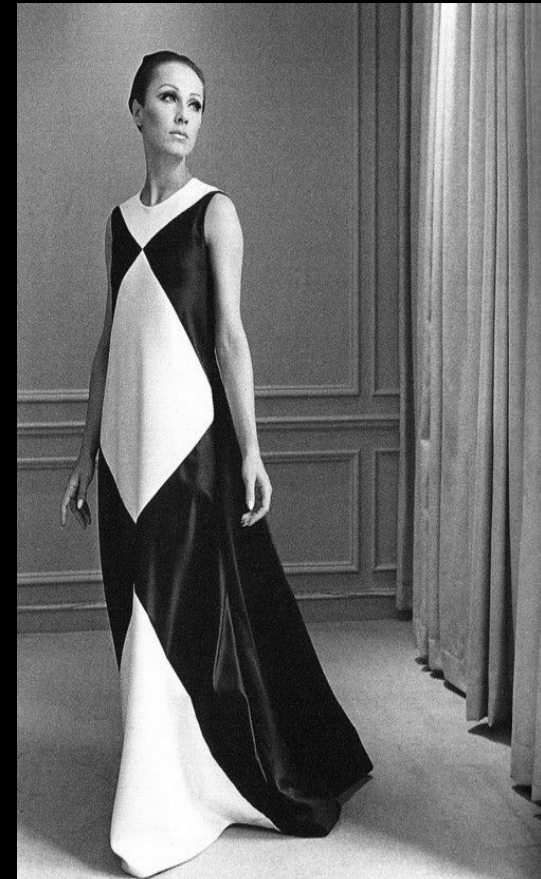
- ◆ Born in Des Moines, Iowa in 1932
- ◆ Developed a love for fashion from sewing clothes for his mother & sister
- ◆ Got his start in fashion working as a millinery
- ◆ Opened up his first storefront called “The Boulevard Salon” in 1957
- ◆ <https://www.biography.com/people/halston-20672697>

SIGNATURE DESIGN ELEMENTS

- ❖ Minimalism/Minimal cutting
- ❖ Distinctive “H” logo

- ❖ Basic Colors: muted shades of browns, blacks, whites, and usually accents of bright pops of color

H HALSTON
HERITAGE



SPECIALTY **FABRIC** USED



HALSTON was well known for his use of a material called “**ULTRASUEDE**” within his line of infamous shirtwaist dresses, which is the first synthetic ultra-microfiber of its kind.

TARGET MARKET SEGMENTS

60's/70's : Upper class women between the ages of 25-45, usually of Caucasian decent, who held some type of high position in society; especially within major metropolitan areas

Today: Now that the Halston brand has been re-launched, they aim to target the same type of customers, but the age range is a little lower, with many young celebrities from the age of 20-45 wearing HALSTON



Halston on Size

“You have to have something for the woman who is overweight—a loose tunic and pants is good because it elongates the body. You have to have something for the woman with hips—the princess line works for her. Caftans are fine for the woman whose figure isn't perfect.”



Halston now carries sizes 00-14

PRODUCT PRICE POINTS

Past: When Halston opened up his first clothing store, he had clothes sold at two different price points. One floor was for lower priced garments, and another floor for custom-made garments.



HALSTON ULTRASUEDE SHIRT DRESS in 1972 was priced at \$185, but high demand raised the price up to \$360

Modern Day: The brand has since been re-vamped, and is now sold in major department stores worldwide; and now has it's first digital flagship store.



HALSTON OMBRE VOILE SATIN GOWN in 2017, is priced at \$695

Did *You* Know!

Carrie's in Halston Heritage



Dress
\$ 435



Dress
\$ 895



- ❑ Famous Sex & The City actress *Sarah Jessica Parker* once was the brand ambassador for the HALSTON Heritage collection because she wore two HALSTON designs in the 2009 film Sex & The City 2

DESIGNER *IMPACT*



- Designed uniforms for Braniff Airways, Girl Scouts & The 1976 U.S Olympic team



- “HALSTON had the strongest influence in fashion early in the decade, when he helped bury the wild, anti-establishment look of the 60's, with its gypsy colors, fringed leathers and tie-dyed fabrics. He introduced the more sober clothes that women were ready for.” – NY Times

- HALSTON was one of the first designers to license himself to a lower end brand such as JC Penny; which allowed him to reach women of different income



- “Because of his talent for stylish presentations, Andy Warhol, a frequent guest and close friend, called Halston's fashion shows "the art form of the 70's." – NY Times

Did you know?



Halston's perfume, *Halston*, became the second best-selling perfume of all time when it debuted.



FASHION WALK of FAME

HALSTON



The '70s belonged to Halston. Though he began his career as a milliner, his shift to ready-to-wear clothing made him a superstar. He was America's first minimalist designer. By combining clean lines and classic fabrics, Halston designed clothing that was seasonless, made for travel and looked elegant night or day. It is no surprise that many members of the burgeoning "jet set" became his most celebrated clients.



2000