

Guadalupe Soriano

Case Study for Oscar De La Renta

BUF 2203

Óscar De La Renta is a Dominican Republican designer who was able to make designs in French Couture. Oscar De La Renta is a brand that provides a variety of Ready-to-wear clothing for men and women. The brand also provides a variety of accessories and home decor. The products can be available for purchase online, in department stores and in their nine stores. Their target market may vary. An example of a customer is attached behind this sheet.

Products/ Categories offered:

According to Oscar De La Rentas' website the categories provided for the customers are:

Ready-to-wear dresses, gowns and caftans, Blouses and Knits, Jackets and Coats, Pants and shirts and sleepwear. They also provide handbags and accessories, such as belts and scarves, sunglasses and shoes, jewelry is provided as well as childrenswear, beauty products such as fragrances and their own bridal line.



9,628 likes

oscardelarenta The mini 'O.' @lineisymontero takes the new O Chain Wallet for a test drive backstage at the #odlrspring2020 show.

The image was taken from Instagram, the main product that is being advertised is their new O Chain Wallet for the spring collection. In the image you can see that all the colors are contrasted together to match.



38,296 likes

oscardelarenta Talk to me, baby. @kyliejenner is striking in our #odlrspring2020 silk begonia gown for the March cover story of @harpersbazaar.

In this image, they made the model a well known celebrity to catch more attention and recognition from followers who look up to Kylie. The product that is being showcased is their Silk Begonia Gown for the spring collection.