

Brand Image marketing BUF 3500

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Vera Wang- Research paper

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Vera Wang is a celebrated and acclaimed American fashion designer who is best known for her outstanding work in bridal wear. She was born on June 27, 1949, in New York City, United States, and grew up in an affluent Chinese-American family. As a young girl, she dreamed of becoming an Olympic figure skater, but her dreams were shattered when she failed to qualify for the U.S. team in 1968. Undeterred, she turned her sights to the fashion industry, where she discovered a new passion for design and creativity.

Growing up on the Upper East Side of Manhattan, Wang attended the Chapin School, where she received a world-class education, and the School of American Ballet, where she honed her passion for dance and creativity. She later pursued her degree in art history at Sarah Lawrence College, a private liberal arts college located in the suburbs of New York City. During her sophomore year, Wang briefly studied abroad at the Sorbonne in Paris, France, where she was exposed to the artistic and cultural wonders of Europe (Vera Wang, 2024). However, she returned to the United States to complete her degree in art history, which laid the foundation for her illustrious career in the fashion industry.

Wang's talent and hard work landed her a job at Vogue, one of the most prestigious fashion magazines in the world. She started as an assistant to the fashion editor and quickly became one of the youngest editors in the magazine's history at 23. After a successful 17-year career at Vogue, Wang left to pursue new opportunities in the fashion industry (Vera Wang, 2024). During her search for the perfect wedding dress, Wang discovered her calling as a bridal designer. Disappointed with the limited options available, she decided to launch her own bridal brand. In 1990, she opened her own salon at the Carlyle Hotel in New York, showcasing her unique vision for bridal fashion.

Wang's bridal brand was a success thanks to her innovative designs, attention to detail, and commitment to quality. Her expertise in bridal and evening gowns made her transition into ready-to-wear relatively seamless. She staged her first ready-to-wear show at New York Fashion Week in 2000, where she wowed audiences with a range of casual and dressy styles, culminating in a stunning display of bridalwear (Malach, 2023). Over the years, Wang continued to expand her business with new product lines and collaborations. She worked with some of the biggest names in fashion and entertainment, designing everything from glassware and eyewear to perfume and wedding invitations. Today, Vera Wang is a household name and one of the most celebrated designers in the world, known for her creativity, innovation, and timeless elegance.

The brand positions itself as a purveyor of exclusive and highly sought-after products, featuring designs and unique fabrics that set it apart from other designers. The brand's target audience is wealthy consumers who value quality craftsmanship and individuality in their clothing choices. A breakdown in couture, Bridal Couture, and Haute Couture are at the core of Vera Wang's marketing strategy, serving as the brand's primary focus. Vera Wang has established herself as a leading name (marketing mix, 2024). The brand's approach to Bridal Couture is characterized by exclusive designs that feature details and luxurious materials, creating a sense of prestige and exclusivity around Vera Wang's bridal collection. The brand uses limited distribution channels to ensure that only select retail locations carry Vera Wang bridal gowns, adding to the perception of exclusivity. High price points make Vera Wang bridal gowns accessible primarily to clients seeking customized, one-of-a-kind pieces. Vera Wang also places a strong emphasis on personalization through consultations with clients, allowing the brand to build relationships and customer loyalty.

The brand's approach to Haute Couture is equally impressive. Vera Wang participates in Paris Fashion Week, which provides exposure to influential members of the fashion industry and contributes to Vera Wang's status as a respected couture designer. The brand's use of exquisite materials and meticulous construction techniques reinforces the image of Vera Wang as a purveyor of luxury goods. Collaborations with artists and other creatives demonstrate Vera Wang's willingness to push boundaries and explore new artistic territories.

Vera Wang's marketing mix explores how the brand has strategically utilized the 4Ps – Product, Price, Place, and Promotion – to establish itself as a premier luxury fashion house and a symbol of unparalleled refinement and elegance (Marketing mix,2024). Vera Wang's marketing strategy centers around luxury fashion products that exude elegance, sophistication, and artistic creativity. From bridal couture to home decor, the brand's product offerings are designed to capture the essence of timeless beauty and romance.

Vera Wang's bridal collections are not just pieces of clothing but a work of art that exudes elegance, beauty, and sophistication. For its impeccable craftsmanship, intricate detailing, and innovative designs that make every bride feel unique and special. Each gown is carefully crafted to reflect the bride's personality and style, making it a truly one-of-a-kind piece. From delicate lace to intricate beadwork, each dress is crafted with precision, attention to detail, and a deep understanding of the bride's needs. Whether it's a classic ballgown or a contemporary mermaid dress, Vera Wang offers a wide range of styles that cater to every bride's taste and preference. The brand's dedication to quality and excellence has made it a go-to choice for brides who want to look and feel their best on their special day.

Vera Wang's ready-to-wear collections are a testament to her unparalleled design sensibilities. Each collection features an array of modern and sophisticated apparel tailored to suit different occasions. From a day at the office to a night out with friends, Vera Wang's ready-to-wear lines offer versatile styles that cater to the contemporary woman. The garments in these collections are designed with attention to detail, resulting in impeccably tailored pieces that fit like a dream (Marketing mix, 2024). The stylish silhouettes are crafted to flatter various body types, accentuating the curves in all the right places. The luxurious fabrics used in Vera Wang's ready-to-wear collections are of the highest quality, delivering a look and feel of pure luxury. From silk to soft cashmere, these fabrics are carefully chosen to elevate the collection, making each piece a timeless classic.

Introducing a premium fragrance line, the collection features a carefully curated selection of scents created to evoke a sense of sensuality and femininity. Each fragrance in the line is uniquely crafted to capture the essence of Vera Wang's elegance



and style, making it a perfect reflection of the brand's DNA. The fragrances are marketed to those looking for a luxurious, sophisticated scent that sets them apart. The collection includes a variety of fragrances, ranging from light and airy to warm and sensual, to cater to diverse tastes and preferences (Marketing Mix, 2024). The fragrance line has enabled Vera Wang to expand her presence beyond the fashion industry and offer her customers an opportunity to indulge in the luxury of her signature scent. Whether you're getting ready for a special occasion or just want to

feel confident and elegant on a day-to-day basis, Vera Wang's fragrance collection has something for everyone.

Vera Wang's home decor line is a true reflection of the brand's design expertise. The collection features home furnishings, including luxurious bedding, elegant tableware, and decorative items. Each piece is crafted with meticulous attention to detail and a commitment to premium quality, reflecting Vera Wang's signature style of sophistication and refinement.

Whether you want to add a touch of elegance to your bedroom with a plush comforter or create a memorable dining experience with chic tableware. The brand's offerings cater to consumers who appreciate the finer things in life and seek to infuse their living spaces with a sense of luxury and refinement. From classic designs to modern styles, Vera Wang's home decor line offers a diverse range of options that are sure to suit any taste.



Figure 1: “U.S. First Lady Michelle Obama attends a state dinner at the White House in 2015.”

The brand's strategy focuses on strategically placing its products in different locations. Vera Wang operates flagship bridal boutiques in major fashion capitals and luxury shopping destinations worldwide. These boutiques offer a personalized and immersive bridal shopping experience, making the brand's bridal wear extremely exclusive (marketing mix,2024). Vera Wang's ready-to-wear collections, accessories, and fragrances are available through select high-end retailers, department stores, and luxury boutiques. This ensures that the brand's

products are available only at high-end stores, maintaining their image of exclusivity and prestige. The brand's official website serves as an e-commerce platform, offering customers the convenience of purchasing Vera Wang products online. Additionally, the website acts as a showcase for the brand's collections and brand storytelling, giving customers a glimpse of the brand's vision and aesthetic.

One of the most prominent promotion strategies used by Vera Wang is celebrity endorsements. The brand strategically leverages celebrity endorsements and red-carpet appearances to showcase its designs on influential personalities. This generates media buzz and reinforces its association with luxury and glamour. The brand has partnered with well-known celebrities, such as Victoria Beckham, Kim Kardashian, and Ariana Grande, to promote its designs. In addition to celebrity endorsements, Vera Wang also participates in prominent fashion



events and runway presentations, such as New York Fashion Week, to showcase its latest collections to the fashion industry, media, and potential buyers.

Figure 1: “Anne Hathaway during the All-Star Stephen Sondheim

75th Birthday Celebration of Children and Art.”

The brand's fashion shows and runway presentations are highly anticipated events that generate excitement among fashion enthusiasts. Vera Wang maintains an active presence on social media platforms, including Instagram, Twitter, and Facebook, to connect with its audience and cultivate brand loyalty. The brand shares captivating visuals, behind-the-scenes glimpses,

and engaging content on its social media accounts. The brand's public relations efforts include media placements, press releases, and collaborations with fashion influencers and bloggers to generate positive brand exposure and editorial coverage. The brand has partnered with other luxury brands and designers, such as Kohl's and David's Bridal, to create exclusive and limited-edition collections. These collaborations generate excitement and attract new audiences to the brand.

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