

DRIES VAN

NOTEN: ONE ON

FASHIONS MOST

CEREBRAL

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DESIGNERS



INTRODUCTION

- Dries Van Noten is renowned for his mastery of exquisite fabrics and his eye for and innovation of prints, embroideries and color.
- His singular creative process draws inspiration from many varied creative fields, from art to cinema, music to the performing arts.
- Any garment from Dries Van Noten should not be bought simply for its cut because the shape of every garment is architecturally sound.



BACKGROUND

- Was born on May 12th, 1958 in Antwerp, Belgium
- He is the third generation in a family of tailors
- At 18, Dries Van Noten entered the fashion design course at Antwerp's Royal Academy
- After graduation, he started to freelance as a consultant designer for Salvatore Ferragamo



MARKET SEGMENTS

- For 30 years his intelligent designs, in lush artisanal fabrications, rich colors and flattering silhouettes have been worn by independent women who care deeply about looking stylish but care little for extreme fashion ability.
- Michelle Obama, Meryl Streep, Julia Roberts and Rihanna all wear Van Noten's clothes



DESIGN

- Dries Van Noten named his company after himself because his clothing and designs represents him in every perspective in life
- As a base for his designs, Van Noten uses standard tailoring lines and prefers traditional materials
- He then adds his own personal touch by subtly changing the classic appearances by superimposing refined, rustic materials with vibrant and dark colors, that works as half-tints



PROMOTION

- In September of 1989, Van Noten opened his first boutique in Antwerp's gallery arcade only to move into "**Het Modepaleis**" months later which remains his flagship store until this very day.
- He has expanded his 15+ locations worldwide places such as Paris, New York, Moscow and Hong Kong
- He also sells his collections in retail stores such as Barney's New York, Sak's Fifth Avenue and Bergdorf Goodman
- Dries Van Noten releases prior fashion collections at the retail stores but releases his latest collections at his personal locations.



RELEVANCE

- Dries Van Noten has 15+ stand-alone stores as well as his collection is sold in over 500 wholesale doors around the world
- The scale of his business is particularly impressive given that the designer does not advertise.
- Van Noten won the CFDA International Designer of the Year Award in 2008, and received the distinction of “Royal Designer for Industry from the RSA Trustee Board in London.



CONCLUSION

- Dries Van Noten has come a long way to becoming one of the most influential designers of this generation
- He went from being a freelance design consultant to having multiple stand alone store worldwide and winning numerous fashion awards and becoming a household name in the fashion industry.
- New York Times said it best when they described Dries Van Noten as “One of Fashion’s Most Cerebral Designers”

