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12 May 2021

Part I:

1. The first great designer, Alexander McQueen, born on March 17th, 1969 in the UK, is the fashion industry's most avantgarde designer. Breaking norms and setting the bar for extravagant fashion design. While his designs are regarded highly, his shows are just as extravagant in details as well as displays. McQueen has made himself an enigma. No one truly knows in what direction his creativity will take him. From the Highland rape to VOSS, McQueen's aesthetic speaks volumes. Today his successor Sarah Burton, continues his work. criticized heavily for having to fill big shoes, she has found her own image at the McQueen house, while still incorporating touches that made the Alexander McQueen house what it is. McQueen's aesthetic fits into my store because I want to have a section that is nonconforming to society norms. Filled with products for those wanting to step out of their comfort zone.



Designers that are inspired by Alexander McQueen

Viktor & Rolf



Comme Des Garçon



2. The second great designer, Diane Von Furstenberg, born December 31st 1946 in Brussels, Belgium. Considered an all time great in the fashion industry. Von Furstenberg is royalty in the fashion industry. Looking to create her own identity and not live with the image of marrying into royalty, Diane Von Furstenberg started her own eponymous label. Her big burst into the scene was the iconic wrap dress. Which she created when she saw Julie Nixon Eisenhower wear her wrap top with one of her

skirts. She merged both and over the course of 1 year became a household name. Von Furstenberg's style is incredibly unique. Her designs are reflections of herself, an empowering figure. Von Furstenberg is renowned for being very philanthropic. Today Nathan Jenden is the director at the house of Von Furstenberg. Von Furstenberg's aesthetic fits, because I want a women's department ready with dresses and styles alike.

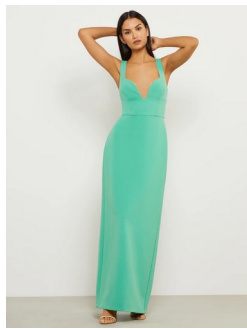


Brands inspired by Diane Von Furstenberg

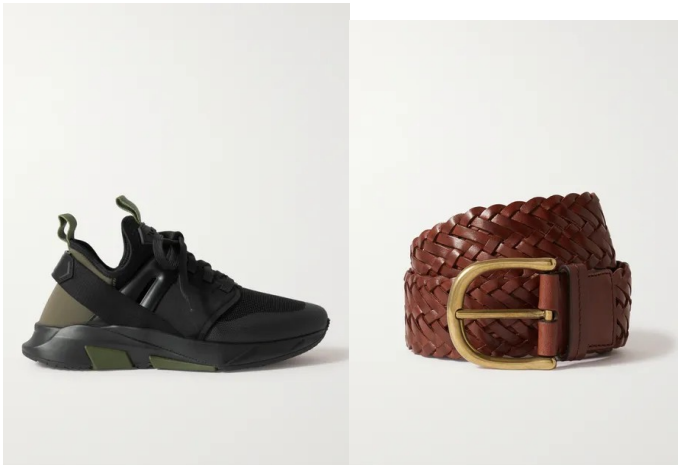
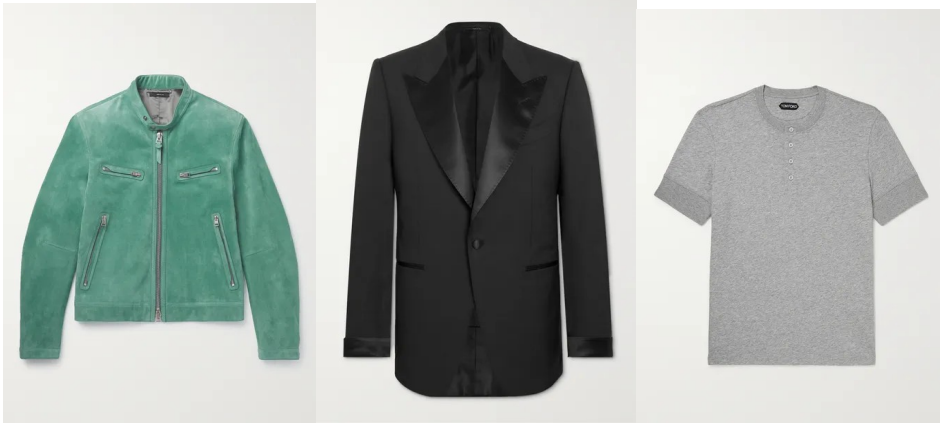
Alice + Olivia



BCBG



3. The third great designer, Tom Ford, born August 27th, 1961 in Austin, Texas. Is one of Men's fashion biggest names. Working for Gucci and YSL before creating his eponymous label in 2004, Tom Ford has shaped menswear. Tailoring suits, or pushing the what is the standard for men's ready to wear. Tom Ford's aesthetic fits in my store because I not only want a men's department but also a men's department filled with variety and not the same bland looking clothes.



Brands inspired by Tom Ford

SEASE



BEAMS F



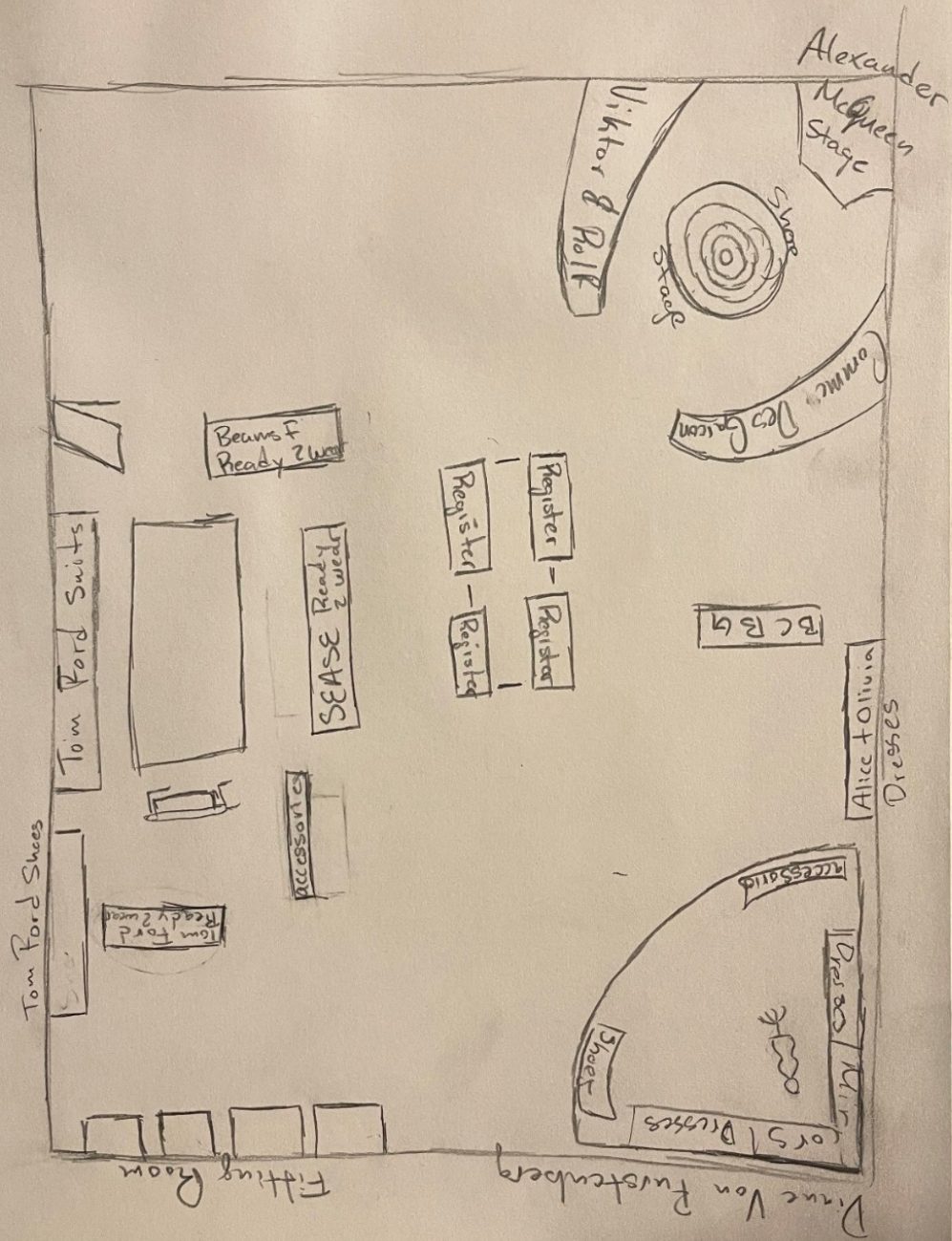
YOU'VE BEEN INVITED

WHERE? Nieman Marcus

WHEN? Spring/Summer collection, starts March 28th through April 12th

WHO? Alexander McQueen, Diane Von Furstenberg, Tom Ford. A palette in every taste in fashion, from mens/womens wear to the Avantgarde including pieces from modern day contemporaries such as Alice + Olivia, SEASE, Viktor & Rolf.

Incentives: gift bags filled with fragrances and skin care. Also apply for credit and get 100 dollars off of purchase, with existing credit holders a 25% discount on all sales.



The Design aesthetic is laid out in a way that incorporates each designer. Tom Ford and his contemporaries are designated in a similar way a cigar room would be. Diane Von Furstenberg and her contemporaries is designated to mimic a walk in closet with big mirrors and shoe rack. Alexander McQueen and his contemporaries are set up as a stage with brighter lighting to give that extravagant aesthetic.