

Ileana Rivera & Judith Reyes

Prof. Jackson

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**Introduction** : Alexander Wang company on fifth ave and 59th street 10022 markets,sells and advertise to both menswear and womenswear but also providing footwear and accessories.

Alexander Wang company embraces youth culture, social media and brand lifestyle. Alexander Wang brand has been built on the idea of affordable luxury, wearable pieces that aren't defined by a price point. Alexander Wang also helps his customers feel like their buying into a brand culture or lifestyle rather than simply purchasing a product. The mission is to have the target market and also consumers wear clothes that they want to wear. Alexander wang company wants to aim for something that's even harder to deliver. This is a youthful mission. Alexander Wang stated himself in an interview“ My mission was that I wanted to see people on the street that I don't know wearing my clothes, that excites me”. Alexander Wang vision for the company and consumers is to uphold your own individuality and break the conventional idea of a predictable uniform.

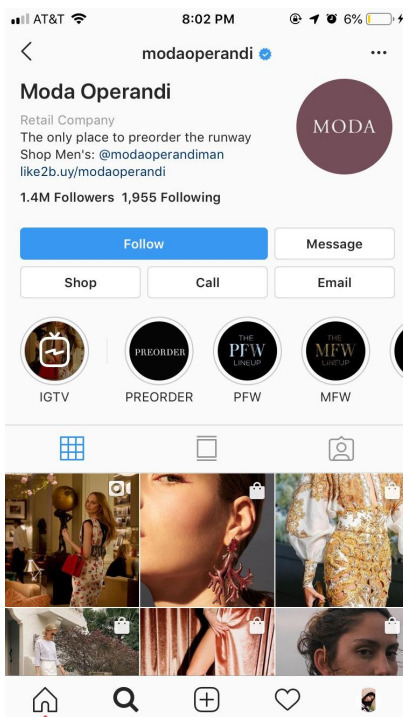
**Research:** Our brand Alexander Wang on fifth avenue & 59th street 10022 has a target market of people ages from 20-35 year olds, young professionals, who are into luxury-premium lifestyle. Alexander Wang gets his target market from social media and looking at young people on how they dress and style themselves on the street. Our brand consumers really love and get the idea of clothing, our consumers would be a clique of edgy, party-loving cool kids, who cull together their sartorial aesthetic .

**3 Key competitors:** One of its competitors would be, Rag & bone. Rag & Bone’s wearable clothing is based of by combining British heritage with directional, modern design. Today, their brand focuses more on the aesthetic urban New York style. Another competitor is, Moda Operandi. Moda Operandi is an luxury online boutique retailer. They attended all clients needs from expert styling advice to tailored wardrobe recommendations. Lastly, DSquared2. Their brand has a philosophy of an edgy mix of canadian iconography. Their collections go from, sporty and glamours, laid back, masculine and feminine creating the alternative luxury concept.

Rag & Bone:



DSquared2:



**Competitive bells approach / innovative reccom:** Our brand Alexander Wang on fifth ave & 59th street three competitors are Rag & Bone, Moda Operandi and Dsquared2. Each competitors target market are different, the brands use their selling techniques to promote their products differently. Rag & bone target market is quite big, they target mainly men and women 20-30 year olds because consumers that age would be more interested in their

products due to the high quality of products and style of clothing. Their brand isn't that expensive but also isn't cheap, for example a basic t shirt is eighty pounds to two -seventy so you would be spending a lot of money for one outfit, Your outfit would probably cost \$500. So at that age of 20 to 30, people are looking for clothes that's going to last them a long time. Retailers selling style in this brand uses film and photography as a form of promotion and selling to consumers. Moda Operandi target market is women who loves fashion and accessories. People who are able to pay full price for luxury clothes and accessories. Moda Operandi enables consumers to buy directly from a design complete runway collection, you can get any look that appeared on the runway allowing you to pre- order before its made. Dsquared2 targets men, women and kids. This brand knows social media took over / helps promotes marketing and fashion lifestyle for everyone, so their trying to best engage their audience by using design, content and technology all in one. They use their selling techniques by incorporating instagram modules that gives users an insight into their brand lifestyle ,by showing looks and garments in a real world setting.

Our brand current visual display methods will incorporate more of our clothing/merchandise still shown on racks in different ways, providing details of the clothing to consumers but still maintaining the minimal layout with the clothing on racks. This way it can be more visual to consumers that passes by. Alexander Wang flagship stores for example does have a lot of props and home decor with a minimal layout display making our products we sell a little less visible for consumers to see due to the maximum size of home decor and props, making it take away from what needs to be sold. Most of our visual displays before in soho flagship include antique brass, blackened steel, and marble floors which do give a luxury feel but does it give off the vibe of a retail store?.Some silent selling techniques that should be incorporated are keeping the cool

unique props for store layout in the back of the store, but add more mannequins in our window displays with full outfit looks. Keeping product placements like furniture for ex but just moving it to the back would be beneficial and a good silent selling strategy overall because it still wouldn't take away anything but promote our clothing more. This way when people are shopping their focus is on the clothing . Also providing customers with a relaxation experience of the furniture alexander wang incorporates throughout most his stores , we would locate it at the back of the store. We will put a sign for ex: “ Share, Shop, Relax at Alexander Wang” in the window display or on the floor.

**Proposal** : The store layout that we will use for the Brand will be “Minimal Layout” because we are a ready to wear

brand. We would put out our ready to wear outfits on the hangers like a gallery on the wall. We want to stand out more as a brand and help the customers know what's in fashion. This layout will not be permanent due to having different



styles throughout the seasons and months. Fashion trends change so fast, so when the ready to

wear sell out we will change layouts to a better way to show our other clothing wears , consumers will feel more up to date on what is trending.



A trend we will follow for Fall 2020 would be the long jacket trend. Long jackets have been a trend for several years now, but the style that has changed is how people wear the long jackets. For example, in this outfit the model wore a long jacket style with shorts. This shows an idea of how a long jacket can be styled. This trend will be presented on a window display. When trends are displayed on a window display it helps consumers out in the street ,to see how they can style their own long jackets or purchase a long jacket just to be in style like everyone else. In fact, it helps by wanting to buy the whole outfit that is displayed.

Cross merchandising and color schemes strategy for our fall 2019 collection has matching gloves, purses, and eyewear aside from clothing. We can display these items on the mannequins and window displays to give a full look. This shows a completed trend forward fall look must have that perfectly pair together to make shoppers want to buy more. Black and white are



incorporated a lot throughout our collection which symbolizes a everyday staple color that people need. We do have pop of colors and some animal prints, that will be incorporated in 2020. pop of colors like olive green,plum,burgundy, and khaki to complete a fall look given these are fall colors.

Alexander Wang would test our pre season merchandise by first selecting, than providing a small sample of merchandise to selected stores for a short period of time prior to the primary selling season. E commerce will play a part as well, we will provide pictures of our testing merchandise with the price and allow shoppers to add it to their waiting list or pre order to see the result of how many people want to order the merchandise. If this strategy takes off we will peak meaning maintaining this and having multiple features of the merchandise on our website for people to buy.

Our trend towards strategy would be promotion through instagram. We would send our products to the biggest most popular celebrities and famous fashion bloggers to post our merchandise by wearing ONLY our clothing and accessories. We would tell them to caption their post “ Alexander Wang pre fall 2019 collection” and see the responses and opinions people have, this will give us direction ,feedback and allow us to see people's opinions. We can also incorporate a poll of our products on our instagram stories as a sneak peak of what were releasing , this way we can also ask questions in our poll to have feedback for our customers and show them what we're releasing to get them excited.