

Ileana Rivera

Check-in 2

- What are the characteristics of this designer's aesthetic that translate to your store today? Or, in other words, why is this brand a good fit for your retailer?

The designers I have Prada, Dior, and YSL all have a common feminine aesthetic. It is emphasizing the beauty of classy and eccentric style all at once. I say this because, each designer's designs have a mixture of elegance but yet an eccentric style fashion appeal, making them diverse and it's a good fit for my retailer Bloomingdales because Bloomingdales represents the high-class classy fashion houses and these designers would fit perfectly there. It's an upscale retail store for apparel & accessories which I will be representing from the designers. Bloomingdales and my designers both cater to the upscale trendy crowds, this will bring in more traffic with an overall great customer attraction, appeal, and perfect target market.

- brief paragraph explaining why each designer is considered a "great"?

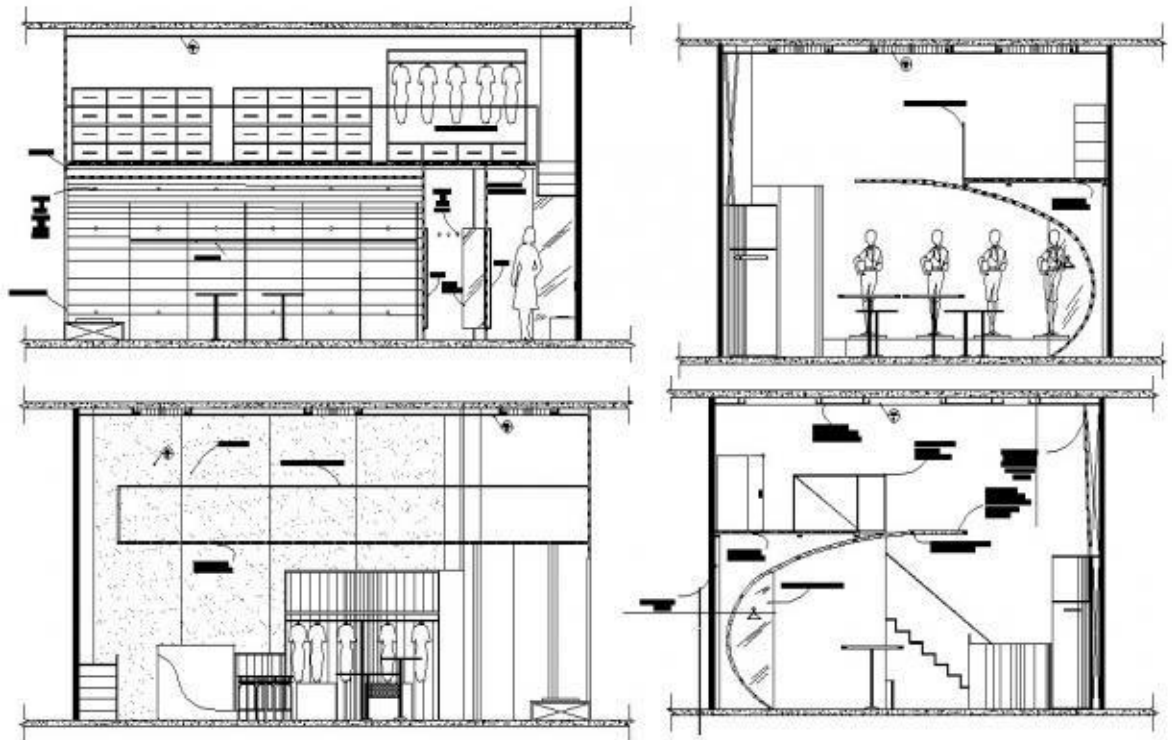
Miuccia Prada the creator of Prada is an Italian fashion designer and best known for being the head designer at the Prada fashion house and known for utilizing minimalistic designs to achieve a traditional style with modern influence. It all started in 1970 when she managed the Prada family business and its two remaining stores, around that time her mom was managing the family business up until 1978 when she succeeded her mother as head of the company. While working and revamping her family's business she has also worked with other projects she has an interest in, such as fashioning a line with unlabeled handbags ., eventually becoming a line of poncho handbags that later became Prada's trademark.

Christian Dior was a French fashion designer best known as the founder of one of the world's top fashion houses known all around the world. Dior created a dominant new silhouette based on femininity that combined historic concepts and brought a war-ravaged world into a new age of glamour and luxury. He was known for creating designs that flew in the face of wartime restrictions, he introduced the femininity style and luxury to women's fashion. He was the most

influential designer in the 1940s and 1950s because he influenced fashion after World war II and introduced and revamped a new daring style that everyone loved, he basically introduced a new style after the war.

Yves St Laurent was the first living designer to receive a solo exhibition in New York's Metropolitan Museum of Art in 1983 and his designs sat on top of the fashion world. Just starting at a young age it seemed as if he was destined to become one of the world-known fashion designers. Yves attended fashion school for a short time and won first prize in an international design contest. When a *Vogue* magazine executive showed Christian Dior some of Saint Laurent's sketches, he was hired immediately as Dior's assistant when he was only 17 years old.

Include an image or rough draft sketch of the store layout and display. (This does not need to be in its final form, but should be a decent reflection of what the end product will be).



(The floor layout will be a two-level section, each room will be for each designer, I believe would be great for the freight night festival being placed, in a big department store like Bloomingdales ). I wanted a store layout that has a lot of space for this event.