

Introduction

Alexander Wang Fifth Ave and 59th Street New York N.Y 10022

Our company Alexander Wang embraces youth , culture and social media

Providing affordable luxury of clothing , footwear , and accessories .The mission is to aim

for something that's harder to deliver.

Vision for the company is for consumers to uphold their own identity & break the idea of

predictable uniform

ALEXANDER WANG

“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

Research

Target Market: Ages from 20-35 year olds, young professionals who are into luxury-premium lifestyle. Gets target market from social media and looking at young people on how they dress and style themselves on the street.

3 Key Competitors: Rag & Bone, Moda Operandi and Dsquared2. All three luxury urban aesthetic brands.

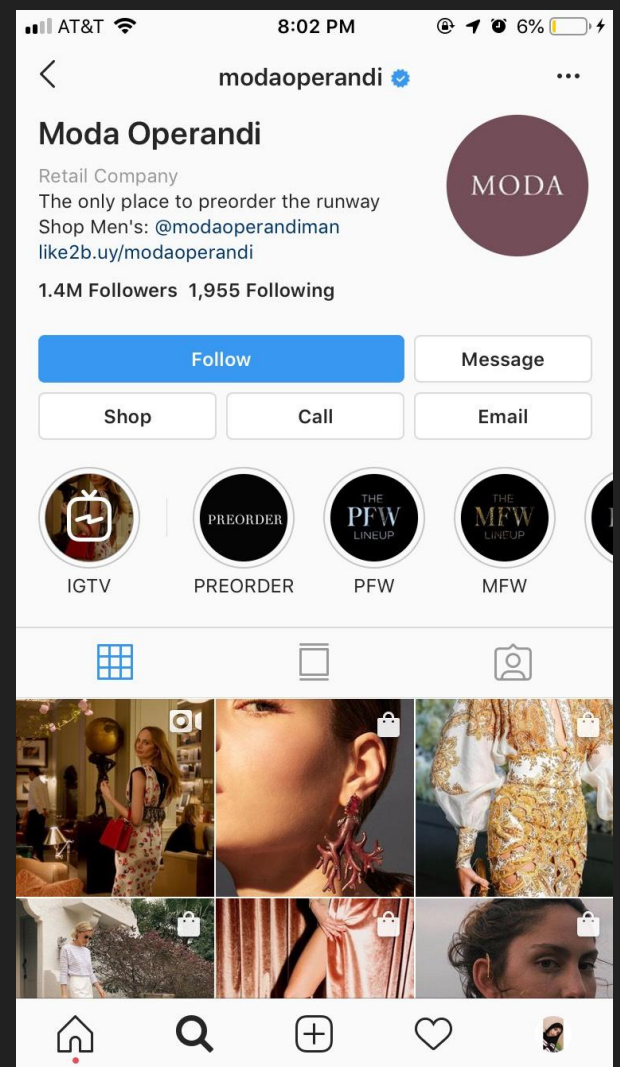
rag & bone
NEW YORK

DSQUARED2



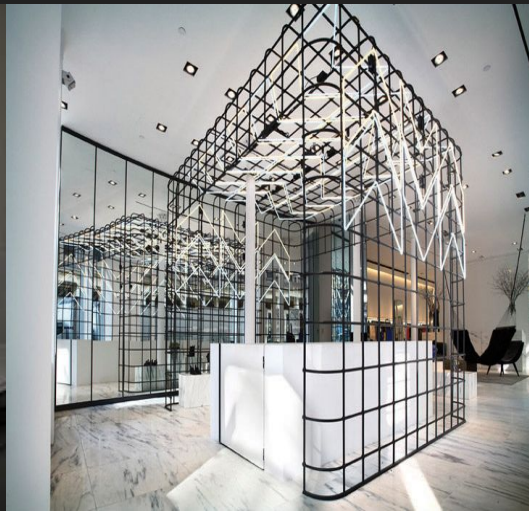


Their an Online Store only, and they use social media to sale their merchandise. (As shown in screenshot)



Innovative Recommendations & Silent Selling

Providing only the clothing in the window displays and on the floor rather than props showcases what were actually selling. We can still keep the furniture but move it to the back of the store where customers feel more homey, so they can relax and sit down if needed. Elimination/ moving props would be a silent selling technique.



Share
Relax
Shop

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.



Vogue Runway Imagery



Preseason Test Merchandise & Trend Towards

- 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

allow shoppers to add it to their waiting list or pre order

- Promotion through instagram with celebrities

