

New York City College Of Technology
BUF 3310-Term Assignment
Jessica Rosa

In this Fortnight Festival, three iconic designers known for leaving their mark and transcending their imprints in the fashion industry are going to be honored. Those three designers are **Balenciaga, Azzedine Alaia, and Christian Dior**. Balenciaga is known for his avant-garde shapes and silhouettes modernizing the feminine look. These shapes include the ballroom hems and the semi-fit lines showcased in the '50s. In the late 50's he introduced the sack dress. Azzedine Alaia is known for his form-fitting garments and techniques to beautifully complement the female body. Finally Christian Dior, he changed the industry forever and women's life with the "New Look" helping women move freely. Dior's garment consisted of a cinched waist, a full A-line skirt, and rounded shoulders. Each designer has truly impacted the Fashion Industry. The two inspired brands for Balenciaga are Zara and Mango. For Alaia, House of CB and Oh Polly; For Christian Dior, Tailory & Reformation.

Store Layout

The store layout used will be free flow layout; this layout will allow customers to freely move and enjoy the trendy and classic designs. When entering the store there will be three tables. The table in the center will be designated for the designer with large frames of their sketches. There will also be a name for each designer either how they were known in the industry or if they do not have a title, then they will be referred by their contribution. The festival will showcase the classic pieces (for display), and the current pieces; the ones that contribute to the success of each designer, and the colors. In the seasonal section as shown in figure 1 it will showcase the trendy pieces of the season.

Balenciaga

Balenciaga is known for revolutionizing women's wear in the mid-20th Century. He challenged the concept of feminine silhouette and femininity. He pushed the boundaries in fashion and created art with his designs. His section for the festival would be titled how he was known "Balenciaga: "The Master" of Haute Couture". The fabrics that characterized the brand are silk chiffon, faille and gazar. He focused more on fluidity instead of structured like an hourglass figure. "The only real couturier in his time since he knew how to draw, cut, mount on canvas, assemble and sew the clothing he made." because of this statement canvas will be shown in Balenciaga's section. The core colors that he used were red, black and white. As he continued to explore the way fabrics worked and shape; he decided to create his own fabric that was able to handle his design demands. He created Gazaar a silk fabric that held his architectural designs (icon.com).

Balenciaga's Store Layout Design

Balenciaga's aesthetic has shifted to a more streetwear/sportswear aesthetic in the recent years. They have reached the younger generation like Gen-z. Their emphasis has shifted to sneakers like the Balenciaga's speed trainers rather than clothing. For the display, The Balenciaga's speed trainers will be on a high light cocktail bar table with ceiling lights focused on the sneakers. The brand will be showcasing the "Triple S" sneakers that became a success. These sneakers were made with David Tourniaire-Beauciel (Retviews, 2020).

Mango

The two brands inspired by Balenciaga are Mango and Zara. Mango is originally from Spain like Balenciaga, they also focus on original design and quality products. Mango was founded by Isak Andic and Nahman Andic in Barcelona Spain. The type of fabric mango uses is organic and recycled polyester and cotton. Mango's concept is to combine an original design and quality. Recently, Mango changed their logo, " This new logo represents the values of the brand, such as its unique style, originality and femininity, and is adapted to the style of the Mango woman of today" (fashionnetwork.com).

Zara

Zara's core values are based on sustainability, clarity, beauty, and functionality. They prior themselves in creating new designs and having it available for customers within a week ;creating a significant advantage over its competitors. They want their clothing to have quality and to be affordable. Zara's Founder Amancio Ortega's views on clothes was for it to be perishable.He considered that clothing should be worn for a short time. Zara focuses in three areas 1.Shorter lead times (and more fashionable clothes) 2. Lower quantities (through scarce supply) and 3. More styles. They keep their styles only 3 to 4 weeks, this causes customers to purchase items and to frequently shop if they favor a particular style (Martinroll.com). Zara's department will have trendy pieces, and quality.

Azzedine Alaia

Azzedine Alaia was a Tunisian Designer that focused on the female body. He thought of it as a sculpture. He did not draw, he preferred to drape and he followed the movement of the fabric as he worked on it. He created his own private shows deviating from the stress of the fashion schedule because of this he was considered an independent fashion designer. On the other hand, Alaia believed that the fashion schedule took creativity away. Also, because of his private show the word “Supermodel” was created. He popularized the stretchy body-conscious silhouette, accentuated the bust area, cinched waists. The fabrics that he used the most were leather and knits (Friedman, 2017). The two brands inspired by Alaia are Oh Polly and House of CB.

Azzedine Alaia-Store Layout

Alaia is known for his tailoring techniques. For his section of the store there will be a lot of mannequins displaying his work just like in museums. The same free flow layout will be used for all three designers. In Alaia’s section there will also be spotlights on the costumes. At the entrance of Alaia’s section there will be a large glass window and a set of 3 mannequins displayed.

House Of CB

The House of CB was founded in 2010 in London. This brand was created by Connie Walker at 17. The brand is known for its figure-hugging clothing. It is considered an affordable luxury fashion brand with collections sold around the world. The purpose of this brand was to provide party dresses that had quality. House of CB has reached celebrities that want to also enjoy the luxury that the brand offers. Their design's purpose is to enhance the female body by having a snatched-in waist to flatter . They also want to create pieces that are fun and flirty. They want every woman to feel confident in their body (standard.co.uk).

Oh Polly

Oh Polly is a British brand created by Mike Branney and Claire Henderson. This brand features party dresses for customers 18-30. Oh Polly is a brand that is considered the fastest fast fashion brand in the U.K. Both Oh Polly and House of CB feature figure hugging outfits that accentuate the female body. This brand has Alaia's qualities because he emphasized body hugging designs (Curiously Conscious) .

Christian Dior

Christian Dior was born in France on January 21, 1905. He was known as the founder of the world's fashion house. He was considered the most successful designer because of the innovation of his designs and his business practices. At a young age he sold his design sketches to make ends meet. While he was starting out in the fashion industry, he was summoned to be in World War II. He served as an officer in the south of France in the French army (biography). Dior created designs in the midst of World War II shifting the view of women. As Dior's *couture* house opened in 1947 created controversy. "it cut to the heart of shifting ideas about women and femininity in the wake of World War II" (Parkins, 2020).

Dior-Store layout

Dior was known for revolutionizing women's fashion in times when women were not independent. He contributed to the industry "The New Look". His section of the department will have the style of World War II display because in times of chaos he truly contributed to a change for women. His designs had small waists, very full skirts, and long hemlines. He made the designs that were considered 'short-skirted fashions of wartime'(Parkins, 2020). His section will be as if it were a museum. It will have spotlights and showcasing his designs trajectory.

Reformation

Reformation is a women's sustainable fashion brand. This brand was created by Yael Aflalo in 2009. It is considered a luxury brand for empowered women. "We make effortless silhouettes that celebrate the feminine figure and pioneer sustainable practices" (The Reformation). They practice sustainability by producing limited collections and produce more based on customer feedback. This brand is a perfect balance of femininity, minimalist cuts and stays on trend. Reformation creates specific clothing pieces that flatters each body type. They also create clothes that are flattering on curvier body types (Future Learn).

The Tailory

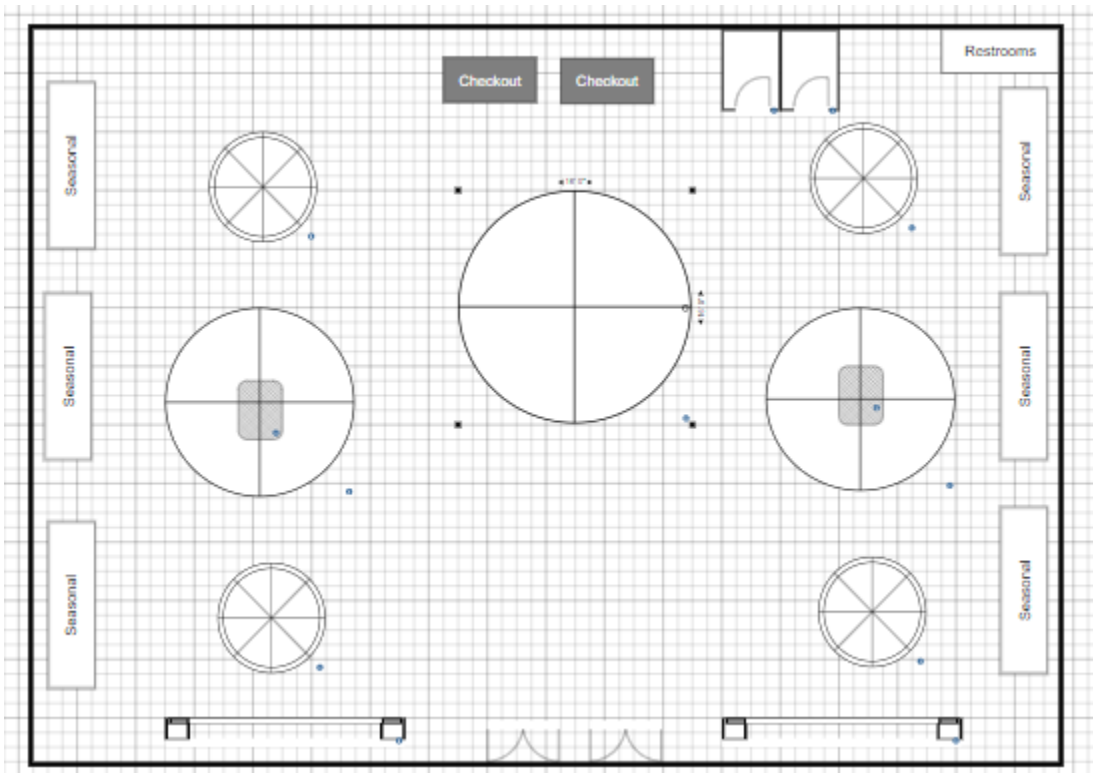
The Tailory is a custom clothing company that mixes modern Fashion Design with Custom Tailoring. This brand originally targeted men, but later on wanted to expand and started designing for women. They want to target both men and women with the idea of creating genderless clothing as well. They design, fit and create collections for each individual client (Voyage LA). The Tailory focuses like Dior in details such as making sure it flatters the body. For each individual to feel special or in control of what they want to wear.

Finally, Each designer is unique and has contributed to the fashion industry. All three designers; Cristobal Balenciaga, Azzedine Alaia, and Christian Dior have made an impact that has forever changed the industry. Balenciaga's shapes, and designs have elevated the look of women. The two brand inspirations truly mimic the simplicity and elegance that he wanted to portray for women. Mango's focus is to provide original design and quality. Zara focuses on trendy pieces and femininity all encompassing Balenciaga's design aesthetics.

Furthermore, Azzedine Alaia, took his techniques as a sculptor and utilized that for women's bodies. He focused on enhancing curves with body hugging fabrics and designs. The two stores inspired in Alaia are House of CB and Oh Polly. They both have body hugging designs that complements the female body.

Lastly, Christian Dior revolutionized the industry by creating 'The New look'. It changed the way women were dressed, and it made women be more comfortable in the clothing. He created designs during World War II; In these were times how women were viewed was changing.

Balenciaga Department-Store Layouts



BALENCIAGA

1. Shirt dress



1. Balenciaga Triple S Sneakers



2. Balenciaga Sock Trainers



4.



5.



6.

MANGO

1. Cut-out Linen dress



2. Linen Dress





3.



4.



5.



6.

ZARA

1. Printed Crop Top Blouse



2. Wrap Culottes





3.

4. Printed Pleated Dress



5.



6.



ALAÏA

1. Scalloped Jumpsuit



2. Cropped Knit Sweater



3. Raffia Wide Leg Pants



4. Scalloped Knit Polo Neck Dress



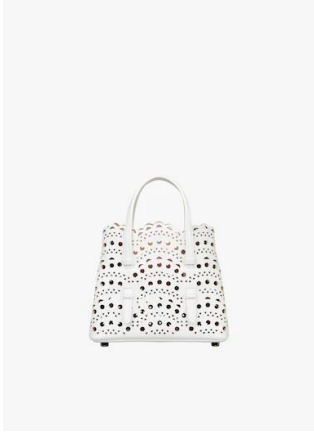
5. Flared Skirt



6. Suede Flat Mules



7. Mina 16 Micro Bag



HOUSE^{OF}CB
LONDON

1. Tallulah



2. Millicent



3. Czarina



4. Lia



5. BeauBelle



6. Stockman



oh
POLLY

1. Beneath the canopy



2. In The Hamptons





3.



4.

5. Knot For You



6. Never Ending Love



ChristianDior



1.

2. Dioriviera Mid-Length dress



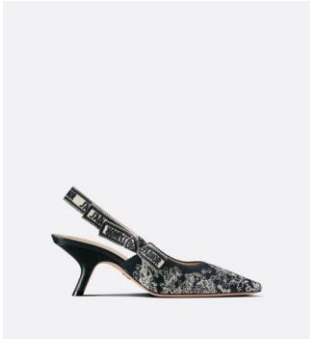
3. Long Dress



4. 30 Montaigne Bar Jacket



5. J'adior Slingback Pump



6. Dior Signature S1u



Reformation

1. Noreen Dress



2. Sigmund Dress



3. Nikita Dress



4. Marcella Ruched Flat Side



5. Krewe x Reformation



6. Patti Sunglasses



THE TAILORY

NEW YORK

1. The Erickson Suit



2. Dylan Wrap Jacket



3. The Charlie Blazer



4. The Janelle Suit



5. The Finley Blazer



August 14-28, 2022



Balenciaga, Alaia & Dior

Three Amazing Designers will be honored

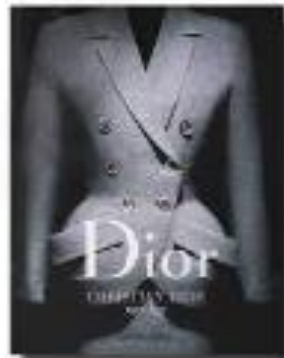
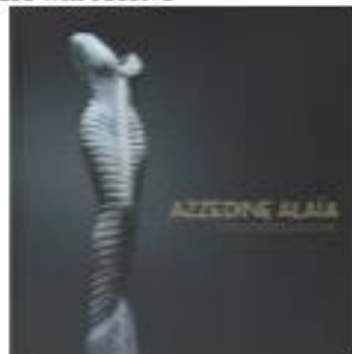
This Fortnight Festival will be held from August 14 to August 28, 2022. It will take place in The New York Historical Society on 170 Central Park West New York, NY 10024.

Each Designer has left their fingerprint in the fashion industry. Their contribution in fashion changed how women dressed, and how they were viewed in society. These designers without judgement celebrated the female body.

The Festival will feature their current collections and the brands that were inspired by them. Each Designer's department will feature their current designs, accessories, and shoes.

Each department decor will have a spotlight on the items that have been the most popular recently. Mannequins with different poses giving resemblance to their store layout.

The first 20 customers to purchase will receive a copy of each designer's book.



References

Balenciaga: What to know about the French luxury brand. (2021, April 30). Retrieved May 04, 2021, from

<https://www.highsnobiety.com/tag/balenciaga/#:~:text=Balenciaga%20is%20most%20kno wn%20for,lines%20of%20the%20mid%2D50s%E2%80%A6>

Besma, & I don't give out private details just wanted to help sorry. (2021, March 08). Is oh polly a fast fashion brand? Retrieved May 04, 2021, from

<https://www.curiouslyconscious.com/2020/07/is-oh-polly-fast-fashion-brand.html/>

Case study: Fashion brand reformation. (n.d.). Retrieved May 04, 2021, from

<https://www.futurelearn.com/info/courses/sustainable-fashion/0/steps/13551>

Christian Dior. (2021, May 03). Retrieved May 04, 2021, from

<https://www.biography.com/fashion-designer/christian-dior>

Dove, R. (2019, March 23). Meet the MULTIMILLIONAIRE owner of House of CB.

Retrieved May 04, 2021, from <https://www.standard.co.uk/lifestyle/esmagazine/conna-walker-house-of-cb-interview-a4096036.html>

Friedman, V. (2017, November 18). Azzedine Alaïa, Fashion's most Independent designer, is dead at 82. Retrieved May 04, 2021, from

<https://www.nytimes.com/2017/11/18/fashion/azzedine-alaia-obituary.html>

House of cb. (2021, April 28). Retrieved May 04, 2021, from

https://en.wikipedia.org/wiki/House_of_CB

Icon-Icon, & Icon-Icon. (2020, October 20). Gazar, Balenciaga's iconic Fabric. Retrieved

May 04, 2021, from <https://www.icon-icon.com/en/gazar-balenciagas-iconic-fabric/>

Lesouk.co. (n.d.). Retrieved May 04, 2021, from [https://www.lesouk.co/blog/inventing-gazar-the-many-silks-of-cristobel-](https://www.lesouk.co/blog/inventing-gazar-the-many-silks-of-cristobel-balenciaga/269#:~:text=But%20Balenciaga's%20journey%20with%20silk,with%20fabric%20composition%20and%20technique.)

[balenciaga/269#:~:text=But%20Balenciaga's%20journey%20with%20silk,with%20fabric%20composition%20and%20technique.](https://www.lesouk.co/blog/inventing-gazar-the-many-silks-of-cristobel-balenciaga/269#:~:text=But%20Balenciaga's%20journey%20with%20silk,with%20fabric%20composition%20and%20technique.)

Oh Hi, We're reformation - about us. (n.d.). Retrieved May 04, 2021, from

<https://www.thereformation.com/pages/oh-hi>

Parkins, I. (n.d.). Christian Dior and the aesthetics of femininity. Retrieved May 04, 2021,

from <https://athenaeumreview.org/review/christian-dior-and-the-aesthetics-of-femininity/>

Rackham, A. (2018, November 26). House of CB's CONNA Walker: Meet the young British DESIGNER loved by Beyonce. Retrieved May 04, 2021, from <https://www.bbc.com/news/entertainment-arts-46206955>

The secret of zara's success: A culture of customer co-creation. (2021, March 19). Retrieved May 04, 2021, from <https://martinroll.com/resources/articles/strategy/the-secret-of-zaras-success-a-culture-of-customer-co-creation/>

What is CRISTÓBAL BALENCIAGA best known for? (n.d.). Retrieved May 04, 2021, from <https://www.quora.com/What-is-Crist%C3%B3bal-Balenciaga-best-known-for>

When the luxury industry Meets Streetwear: Balenciaga retail strategy. (2020, December 24). Retrieved May 04, 2021, from <https://retviews.com/blog/focus/balenciaga-retail-strategy/>

