



# "VIRGIL ABLOH"

DEFINING THE GREY AREA BETWEEN BLACK AND WHITE

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# Introduction

Virgil Abloh is notably the founder of high fashion brand, OFF-WHITE. OFF-WHITE is notorious for leading the way for a bridge between urban wear and luxury pricing. Abloh's strides in the fashion community and his art has made him recognized by various celebrities such as the likes of Jay-Z, ASAP Rocky and most famously, Kanye West. While Abloh's most illustrious accomplishment is that of his fashion brand he also partakes in film and occasionally DJs under the persona, DJ Flat White showing he is well versed in hip hop culture.

# Background

- Virgil Abloh was born on September 30, 1980 to two Ghanaian parents in Chicago, Illinois.
- Fashion had not been Virgil's first plan for life as he earned his Masters in Architecture but after working in the field for two years Abloh pursued his true passion for fashion.
- Virgil proceeded to open RSVP Gallery and went on to start the fashion brands, Pyrex, and later OFF-WHITE.
- Virgil has many accomplishments such as his Fendi internship and he was the art director of Kanye West's Donda Creative Team.

# Market Segment

- Virgil Abloh has stated on numerous occasions that his fashion is meant to inspire the youth and advance fashion. Abloh sees the youth as fashion's future and hopes that his work can push fashion forward avoiding traditional styles.

# Design

- OFF-WHITE is easily identified by its iconic black-white striped contrast design. The simple design has been so well received that it frequently gets imitated.
- OFF- WHITE's success is not only due to its staple design. OFF-WHITE continues to push fashion through its interesting take on sizing, trims and finishes. From jeans that can only be described as raw and sweaters that sweep the archetypical design or articles that self reference themselves in between parenthesis OFF-WHITE maintains status as an icon.











