

Kimberly Baez

Prof. Jackson

BUF 2400- D029

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Market segmentation and The product that I decided to choose was a Haute Couture dress for women. The dress which I designed myself is made with black polyester and linen fabric. The kind of audience that I am targeting is the upper and middle class women from all races, backgrounds and ethnicity with ages that range from their 20s to 30ss. Since the dress is considered a Haute Couture only a specific group of women are able to afford it. Upper and Middle class women tend to have a very sophisticated and expensive clothing style such as female celebrities. Women who are part of this economic class have a really good income and tend to buy from well-produced and high performance clothing. The fact that they have a pretty good income allows them to be able to get the best quality, especially when they are into Fashion.

**Product Details:**

- The dress is basically a top and bottom pieced together by a square piece of fabric in the belly area of the body. The back part has an oversized bowtie.
- We are assuming that the product will launch in Fall of 2020 on March 8-12 in Paris.

- The dress has a square halter neckline that has a detachable collar and in the breast area there is going to be some boning to help give shape to the body and hold it together.
- **Colors incorporated:** Black and Grey.
- **Accessories Featured:** Jimmy Choo heels, bvlgari golden bracelet among others.