



THE

# FORTNIGHT FESTIVAL

NIGHT TO HONOR THREE GIANTS OF  
FASHION

KIMBERLY BAEZ  
BUF 3310  
PROF. JESSICA APPELSTEIN  
05/12/2021

TABLE OF CONTENT

---

Cover Page ..... 1

Profile ..... 2

Part 1: Event information..... 3-6

Department Section Layout ..... 7

Department Store Display ..... 8-9

Apparel Department Section ..... 10-12

Handbag Department Section..... 13-15

Shoes Department Section ..... 16-17

Part 2: Advertising Copy ..... 18-20

APA Reference Page ..... 21-22

## PROFILE

My name is Kimberly Baez. Ever since I was eight years old I have been involved and passionate about fashion. I was born and raised until the age of eleven in the Dominican Republic and migrated with my family to Brooklyn, New York in 2011. I am a self-taught fashion designer and fashion illustrator who already holds an Associate's degree in Business of Technology and Fashion from the New York City College of Technology. I am fluent in both English and Spanish, and I still live in Brooklyn, New York. I am the creator of "BERLY" which is a fashion illustration and information page on Instagram, Twitter and Facebook, which I am hoping to convert in the future into a fashion clothing brand. As an undergraduate fashion marketing senior student I have the goal to become a successful entrepreneur and a creative director in the future. After graduating, I will begin developing my e-commerce clothing business, and expand further my education by getting enrolled into graduate school.

## PART 1: Introduction

Fortnight Festival is a two-week promotion to honor three giants in the fashion luxury world. The purpose of this event is to showcase these well-known popular brands and highlight their impact in the industry. The brands to be showcased will be Chanel, Versace and Gucci with each one having two affordable brands under them as inspiration. Under Chanel, there will be Express and Tory Burch, under Versace there will be H&M and Fashion Nova and under Gucci there will be Forever 21 and Zara. The purpose of having these affordable brands as inspiration for each luxury one is to highlight the influence of these major brands on other brands, and how they have set the foundation for other brands to be some success too. This promotion will be held in the famous retailer department store of Harrods located at Brompton Road in Knightsbridge, London, England. The store displays will be specifically arranged for the aesthetics of the luxury designers to be showcased properly. The two-promotion will run from Monday, June 7th through Sunday, June 20th from 1pm to 11pm. For all the attendees of the event some incentives will be offered to shop and one of them includes a free tote bag with freebies with a value of up to two hundred dollars for the customers who purchased up to six hundred dollars worth of goods in the store. Some others include a 10% discount with each purchase, 5% of each purchase of 200 or more. Also, each purchase will automatically enter each shopper into a raffle to win a Chanel, Versace or Gucci bag of their choice from their latest collection. Finally, the last promotion will consist of customers getting 20% off any purchase when they buy with the Harrods rewards credit card.

### Why Each Designer is Considered Great?

Ever since Chanel was founded by Coco Chanel in 1910, it has been one of the most influential high luxury brands in the industry. The fact that the brand has been around for such a long period of time, and it is still so worshipped and desired says a lot about how well they have carried themselves throughout the years. The brand began by making hats, to perfumes and now it makes womenswear, menswear and accessories for both. The brand started off as “Chanel Modes” which originally was meant to sell hats which “helped to build her reputation” (Chanel, n.d.). Chanel has been known for its memorable launches, such as the Chanel no. 5 iconic perfume that was “revolutionary due to its composition, name and presentation” (Chanel, n.d) This perfume has become an essential classic accessory in the closet of a woman ever since. Also, Chanel has built their reputation and attention due to “classic innovations such as the woman's suit, the quilted purse, costume jewelry, and the “little black dress.” (Britannica, 2021). The luxury brand has become the inspiration for so many other brands that have recreated throughout the years some of their classics. Some of Chanel’s products are made with high quality leather goods made with “lambskin or caviar leather, both considered top quality leathers” (The Eye of Jewelry, 2017). Coco Chanel’s life history also represents a story of overcoming life obstacles. Growing up as an orphan in poverty after her mother passed away and her father abandoned her did not hold her back from being successful. The brand has also been through and has overcome financial crises in the past which shows it’s ability of coming back. The brand was not always about luxury items and elite people, it has been such a long way to become the successful brand that it is today. With their classic styles, they have helped shape the fashion of generations of women that are still wearing their classic styles. Chanel is a significant

## FORTNIGHT FESTIVAL TERM PROJECT

brand both then and now because it has been able to carry on to their styles for over decades and generations to come.

Versace was founded in 1978 by Gianni Versace in Milan, Italy. The brand has been so popular over the decades, and it has been well-known for their iconic and unforgettable designer prints. The brand is considered to be “one of the leading international fashion design houses and a symbol of Italian luxury world-wide” (Versace, n.d.). An example of the brand’s essence and influence was the popular “Jungle Dress” that was worn by the international pop star, JLo, which helped define an entire generation at that time. This iconic dress was worn by her to the Recording Academy that was being held at the Los Angeles Staples Center for the first time (Chang, n.d.). This significant dress by Versace “caused a furore, and several million Google searches” according to Eric Schmidt, former CEO of Google, “it was the most searched-for ‘thing’ the platform had encountered to date.” (Fury, 2020). This event gave Versace more popularity and who did not know the brand at that time was able to because of that event. This has been one of the most popular designs that was made by the house up to this date. Donatella Versace had to take over the brand after her brother’s murder in 1997 outside his mansion in Miami. Even after his death, the brand has managed to keep itself in the industry stronger than ever. Donatella struggled to keep up with the brand after his brother’s death. She told Times Magazine back in 2008 “I didn't want anything to do with fashion anymore because of the pain of losing my brother, and I thought fashion would not exist without my brother.” However, the brand was able to reinvent itself and it now holds an estimated value of 1.7 billion dollars (Lee & Wendlandt, 2016) and it has continued to grow with the time. The brand’s symbolic prints have become part of their identity which has helped customers differentiate the luxury brand from others. The creativity behind each of their collections and each of their designs has well positioned the brand over the decades. One can say that Versace is considered great because of their “ultra-glamorous creations

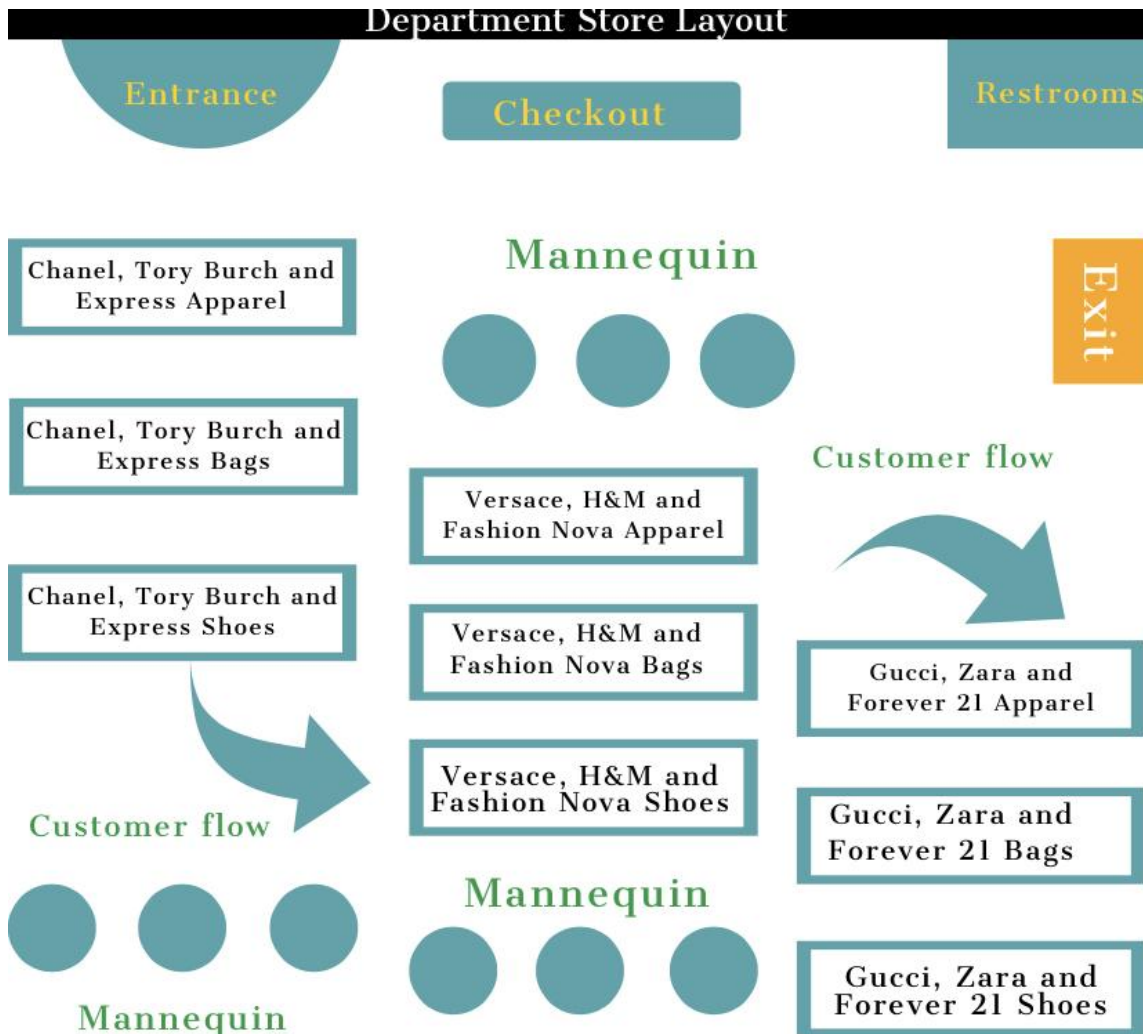
## FORTNIGHT FESTIVAL TERM PROJECT

as well as spectacular theatrical costumes and innovative menswear design” (V&A, n.d). Even though Gianni Versace is no longer alive, the aesthetics of his brand have been well carried on.

As the third luxury brand, I decided to choose the Italian giant, Gucci. The brand, which was founded by Guccio Gucci in 1921 is one of the oldest luxury brands in the industry. This brand has also been around for such a long period of time and still today we can still see it glowing like no other. The brand began as a simple luggage manufacturer and it later skyrocketed into one of the most famous and luxurious brands in the world. Despite Guccio's death in 1953, his brand “continued to flourish and Guccio's arrival in the U.S. was embraced by American consumers” (Silver, 2019). Gucci’s popularity grew with the years and it easily began to be adopted by American celebrities. Elizabeth Taylor and Peter Sellers were lovers of Gucci's unisex totes. Jackie Kennedy wore a slouchy Gucci purse in public, prompting the bag's renaming to "The Jackie." Grace Kelly dropped by a Gucci shop to purchase a Bamboo Bag and as a thank you gift a bag was designed for her (Silver, 2019). Gucci has become “one of the most successful makers of high quality leather products” (Sustainable Fashion, n.d). The quality of Gucci’s goods are impressive with a deep attention to detail and one of the reasons why they are so well-known. Gucci recently held the number one spot as the most trendiest brand for this year. Lyst, a retail site of 12,000 brands and shops, analyzes and integrates orders on its platform with Google search data and social media mentions every quarter. (Vogue, 2021). The retailer provided the most-purchased, sought-after, and talked-about label for this year and Gucci took the number one spot. (Vogue, 2021). The brand’s 2021 collaboration with The North Face was one of the most talked about for the season, and thanks to it the Italian giant was able to get the number one spot. In conclusion, the brand has never failed to make a statement with their collections, and they have never failed to impress the public which is why they are considered so great. Despite the years that Gucci has been around, they have been able

# FORTNIGHT FESTIVAL TERM PROJECT

to stay at the top of the chain. Right now, they have become one of the most recognized brands in the world and that's why they are considered so great.



The layout design for the stores is going to be designed for the customer/viewers to have the best experience. As previously said, Chanel will be the first brand followed by Versace, and at the end Gucci and the two respective brands for each. When customers enter via the main entrance, they will first see Chanel items plus the two other brands in the order of apparel, handbags, and shoes. They will see the mannequins at the end for the Chanel display but for Versace and Gucci the mannequins will be placed first. The exit will be at the end of the displays so customers can easily exit after the



# FORTNIGHT FESTIVAL TERM PROJECT

event is over. The checkout section and the restrooms will be placed where it can be visible to the customers.



Chanel Store Display (Inside)

FORTNIGHT FESTIVAL TERM PROJECT



Versace Store Display (Inside)



Gucci Store Display (Inside)

# FORTNIGHT FESTIVAL TERM PROJECT

---

The order of the display will begin with Chanel and with its two brands, Tory Burch and Express. Then, Versace will follow as second with its two brands, H&M and Fashion Nova. At the end, Gucci will be placed alongside its two brands, Forever 21 and ZARA. For a strong introduction to the display, Chanel and its two partner brands are perfect because they are to create excitement into the viewers. Placing Chanel and its other brands as an introduction will give viewers a first glance of what is to come for the three displays. Versace can be placed second alongside its two brands because they are one of the brands trendiest brands right now. Placing it second will make viewers more excited as they go because of the interesting Versace picked items and their prints. The Gucci display will be saved for last strategically because they are the luxury brand of the moment. Placing it at last, will be saving the best for last because of the hot trendy items from the brands.



FORTNIGHT FESTIVAL TERM PROJECT

Brand	Item Name	Price
H&M	Baroque Printed Wrap Dress	\$50
Versace	Jeans Couture Borocco Bodycon Dress	\$517
Fashion Nova	Baroque Print Zip Back Knee Dress	\$30






Brand	Item Name	Price
Gucci	Oversized Crossgrain Cardigan Jacket	\$3,600
Forever 21	Crossgrain Cardigan Sweater	\$30
ZARA	White Knitted Cardigan	\$40





FORTNIGHT FESTIVAL TERM PROJECT

<b>FOREVER 21</b>	<b>GUCCI</b>  	<b>ZARA</b>
		
<p>Gucci Crackle Leather Bomber Jacket \$3,400</p>	<p>Forever 21 Striped Metallic Bomber Jacket \$34.90</p>	<p>ZARA Metallic Bomber Jacket \$50</p>

<b>EXPRESS</b>	 <b>CHANEL</b>	 <b>TORY BURCH</b>
		
<p>Chanel Single-breasted Blazer \$2,356</p>	<p>Tory Burch Single-breasted Crepe Blazer Jacket \$730</p>	<p>Express Supersoft Twill Boyfriend Blazer \$128.00</p>

FORTNIGHT FESTIVAL TERM PROJECT

<b>EXPRESS</b>	 <b>CHANEL</b>	 <b>TORY BURCH</b>
		
Express Button-Up Military Shirt \$44.99	Chanel Button-Down Military Jacket \$4,061	Tory Burch Long-sleeved Structured Military Jacket In Black \$696

<b>EXPRESS</b>	 <b>CHANEL</b>	 <b>TORY BURCH</b>
		
Express Quilted Chain Strap Bag \$49	Chanel Classic Double Flap Bag Quilted Lambskin \$3,740	Tory Burch Kira Chevron Convertible Shoulder Bag \$528

FORTNIGHT FESTIVAL TERM PROJECT

**EXPRESS** **CHANEL** **TORY BURCH**

Chanel  
1997 CC Jumbo XL Tote Bag  
\$4,129

Tory Burch  
Metal Logo Black Leather  
Tote  
\$528

Express  
Quilted Chain Tote Bag  
\$80

**FASHION NOVA** **VERSACE** **H&M**

Versace  
Virtus Quilted Leather  
Shoulder Bag  
\$995.00

Fashion Nova  
Women Handbag Metal V  
Word Shoulder Bag  
\$30.00

H&M  
V Metal Shoulder Bag  
\$45.00

FORTNIGHT FESTIVAL TERM PROJECT

Brand	Product Name	Price
Fashion Nova	Solid Hobo Bag	\$20
Versace	Virtus Small Hobo Shoulder Bag	\$1,750
H&M	Hobo Bag	\$279

Brand	Product Name	Price
Forever 21	Scarleton Top Handle Satchel	\$40
Gucci	Sylvie Black Leather Shoulder Bag	\$2,006
Zara	Small Satchel Bag	\$59.99



FORTNIGHT FESTIVAL TERM PROJECT

FOREVER 21	GUCCI	ZARA
		
Forever 21 Blue Quilted Chain Bag \$40	Gucci Velvet Matelasse GG Marmont Bag \$1,430	Zara Blue Velvet Quilted Bag \$59.99

FOREVER 21	GUCCI	ZARA
		
Forever 21 Black Slip-on Shoes with Gold Buckle \$25	Gucci Jordan Leather Loafer \$830	Zara Metal Buckle Loafers Black \$75

**FOREVER 21** **GUCCI** **ZARA**



**Gucci**  
New ACE embroidered Sneakers  
\$680

**ZARA**  
Fold Trainers Shoes  
\$30

**Forever 21**  
Studded Low Top Sneakers  
\$26.96

FORTNIGHT FESTIVAL TERM PROJECT


FASHION NOVA



VERSACE



Versace Jeans Couture  
Baroque-Print Pumps  
\$690



Fashion Nova  
Baroque Print Pointed Toe  
High Heel  
\$36.99



H&M  
Baroque Printed Heels  
\$45.00

EXPRESS



CHANEL



TORY BURCH



Chanel  
2020 Interlocking CC  
Logo Flats  
\$995



Express  
Mesh Pointed  
Toes Flats  
\$40



Tory Burch  
Logo-Plaque 20mm  
Pumps  
\$336

PART 2: ADVERTISING COPY



Event Poster



JUNE  
2021

# FASHION TODAY

FASHION JOURNAL

ISSUE 10

HARRODS WILL  
HOSTS A FASHION  
EVENT TO HONOR  
THREE GIANTS OF  
FASHION.

## YOUTH

Magazine Cover Featuring Event

# FORTNITE FESTIVAL

## FASHION EVENT TO HONOR THREE GIANTS OF THE INDUSTRY

**The popular luxury department retailer, Harrods, in London, will be hosting a fashion event to honor three giants luxury brand designers in a two-week promotion beginning in June.**

Harrods, who has been the home to many high luxury brands such as Chanel, and Louis Vuitton is going to host a fashion event to honor three major luxury brands. The event will take place in the same legendary department store of Harrods in England, and the three brands to be honored will be Versace, Chanel and Gucci. Visitors will have the opportunity to shop from the top latest items from the featured brands who were thoughtfully handpicked the retailer's merchandisers. The items to be featured from each brand will be handbags, shoes and dresses for women. This two-week promotion will run beginning from Monday, June 7th ending on Sunday, June 20th. from 1pm to 10 pm.

The luxury department retailer will be in charged of arranging a section of its store to comply with each of the three designer's aesthetic. The layout of the store will be also include two affordable brands that have been inspired by each luxury designer. The Gucci, Chanel and Versace section will feature items that are inspired from affordable brands such as Forever 21, ZARA, H&M, Fashion Nova, Tory Burch, and Express.

The event will feature special promotions for all of its attendees such as a free tote with freebies with a value of 200 dollars to each client who purchase a minimum of \$600 or more in the store, 10% percent discount on each purchase, 5% discount on purchases of 200 or more. Also, every purchase will enter the customer in a raffle for a chance to win a Chanel, Versace, or Gucci bag and customers can get 20% off any purchase when they buy with the Harrods rewards card.

APA Reference Page

- AnOther. (2020, January 28). *Alexander Fury: How JLo's Green Versace Dress Changed History*. AnOther. <https://www.anothermag.com/fashion-beauty/12205/alexander-fury-jlo-jennifer-lopez-green-versace-jungle-dress-grammy-show>.
- Bennett, A. (2021, May 10). *These Are the Top 10 Trending Brands of 2021 (So Far) According to Lyst*. Vogue. <https://www.vogue.com/article/what-brands-are-trending-lyst-q1-2021>.
- Chanel. (n.d.). *1910s*. CHANEL. <https://www.chanel.com/us/about-chanel/the-history/1910/>.
- Chang, R. (2020, January 31). *The Story of Jennifer Lopez's Iconic Green Jungle Versace Dress*. Biography.com. <https://www.biography.com/news/jennifer-lopez-green-versace-dress>.
- Company Profile: Versace US*. Versace. (n.d.). <https://www.versace.com/us/en-us/about-us/company-profile.html>.
- Designer Dresses for Women: Luxury Dresses: GUCCI® US*. Designer Dresses for Women | Luxury Dresses | GUCCI® US. (n.d.). <https://www.gucci.com/us/en/ca/women/ready-to-wear-for-women/dresses-for-women-c-women-readytowear-dresses>.
- Encyclopædia Britannica, inc. (n.d.). *Coco Chanel*. Encyclopædia Britannica. <https://www.britannica.com/biography/Coco-Chanel>.
- Gucci Handbags Signature Lines: Designer Mini, Shoulder, Crossbody Bags: GUCCI® US*. Gucci Handbags Signature Lines | Designer Mini, Shoulder, Crossbody Bags | GUCCI® US. (n.d.). <https://www.gucci.com/us/en/ca/campaign/handbags-c-women-handbags-1>.
- Person. (2021, March 11). *Charting the Evolution of Gucci*. CR Fashion Book. <https://www.crfashionbook.com/fashion/a26934683/evolution-gucci-designer/>.
- Vargas, C. (2018, April 11). *Here's How Much Gianni Versace Would Be Worth if He Were Still Alive Today*. Town & Country. <https://www.townandcountrymag.com/style/fashion-trends/a14446251/versace-net-worth/>.
- Victoria and Albert Museum, D. M. webmaster@vam.ac.uk. (2013, May 2). Gianni Versace. <http://www.vam.ac.uk/content/articles/g/gianni-versace/>.
- Wendlandt, A., & Lee, J. (2016, April 21). *Versace CEO sees growth slowing down in 2016*. Reuters.

## FORTNIGHT FESTIVAL TERM PROJECT

<https://www.reuters.com/article/us-versace-seoul/versace-ceo-sees-growth-slowing-down-in-2016-idUSKCN0XI1IS>.

*Why We Love Gucci*. codogirl.com. (n.d.).

<https://www.codogirl.com/blogs/news/why-we-love-gucci>.

*Women's Designer Shoes: Women's Footwear: GUCCI® US*. Women's Designer Shoes | Women's Footwear | GUCCI® US. (n.d.).

<https://www.gucci.com/us/en/ca/women/shoes-for-women-c-women-shoes>.