

Makenna Prince

BUF 3310

Final Project

Professor Jessica Appelstein

5/14/2021

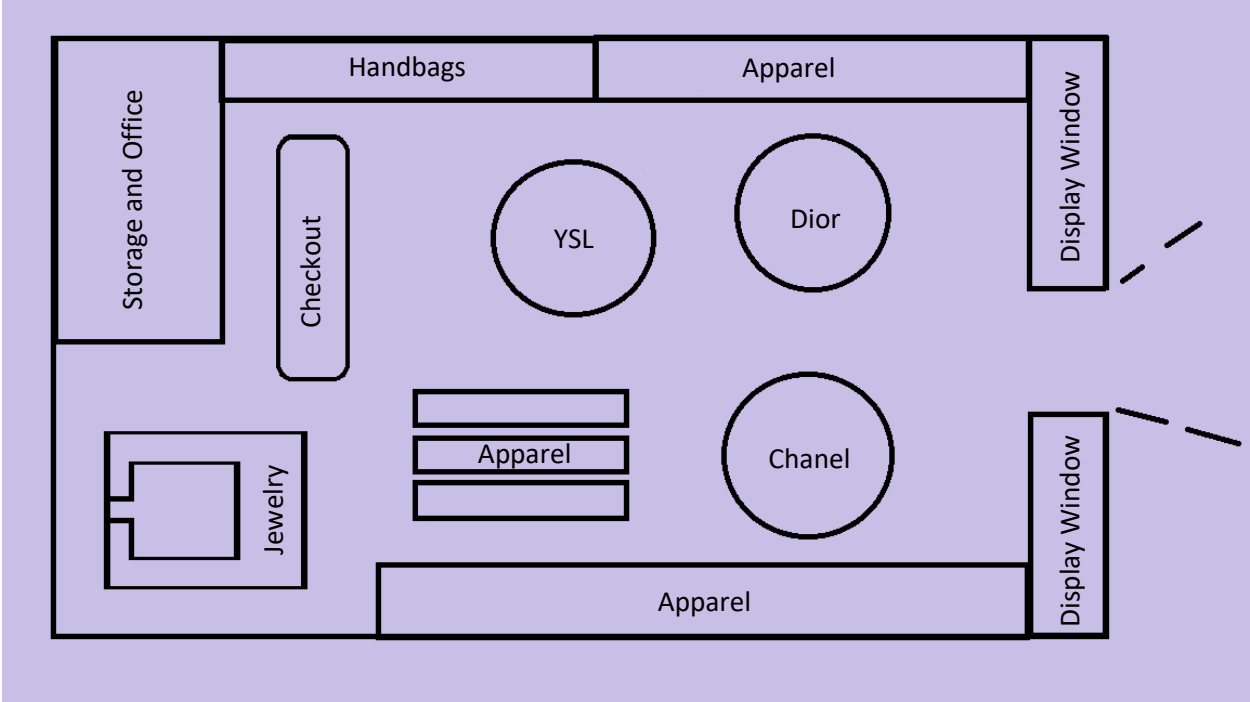
Table of Contents

Brief Introduction.....	3
Store Layout.....	3
Chanel	4
Dior	5
Yves Saint Laurant.....	6
Newspaper.....	9
Citation.....	10

Brief Introduction

Nieman Marcus located at 9700 Wilshire Blvd, Beverly Hills, CA will be holding a two weeklong promotion. It will be a pre-fall promotion starting on August 21st and ending on September 4th featuring three well known luxury brand and inspired brands. Chanel, Dior, and Yves Saint Laurent will be three luxury brands. Customer will receive a free gift when they spend \$300 or more.

Store Layout



Chanel

Chanel was established in 1910 as a millenary, it's founder Coco Chanel wanted to make comfortable clothing for women that they can wear to work and still be fashionable. Coco Chanel was one of the top women designers of her time making clothes for women on the go. Chanel's clothing is elegant and beautiful and considered timeless. For people that cannot afford Chanel they would buy the perfume so that they can Russian out in one way or another. Lovers + friend is a smaller brand that has a lot of pieces that are similar to Chanel that they sell at affordable prices. Storets is almost copy and paste of chanel's elegance and tweed signature style of clothing.

Luxury Brand: Chanel

Inspired Brands: Lovers + Friend and Storets

Apparel:



Jewelry:



Handbags:



Chanel:



Storets:



Chanel:



Storets:

Dior

Dior was established in 1947/8 when they debuted a fragrance named miss Dior. Dior was best known for “the new look” which consisted of a calf length full skirt and a fuller bust. It is also rumored that Dior is the cause of the lack of pockets on women clothing. H&M is a Swedish fast fashion brand that carries apparel similar to Dior. Max Mara established in 1951 by Luigi Maramotti and has a similar vibe to Dior.

Luxury Brand: Dior

Inspired Brands: H&M and Max Mara

Apparel:



Dior:



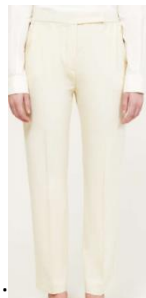
H&M:



Dior:



H&M:



Max Mara:

Jewelry:



Dior:



H&M:



Max Mara:

Handbag:



Dior:



H&M:



Max Mara:

Yves Saint Laurent

Yves Saint Laurent was a young designer that inherited Christian Dior fashion house. YSL is best known for his smoking suit and shirt blouse. YSL also broke gender stereotypes by dressing women in suits and also provided self-expression through his clothing. Marc Jacobs, is a bigger brand unlike the others but still share a similarity to YSL. ASOS was established in 2000, and carries similar styles to YSL

Luxury Brand: YSL

Inspired Brands: Marc Jacobs and ASOS

Apparel:



YSL:



Marc Jacobs:

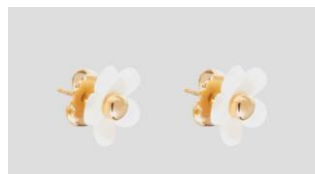


ASOS:

Jewelry:



YSL:



Marc Jacobs:



ASOS:

Handbags:



YSL:



Marc Jacobs:



ASOS:

Newspaper

5/14/2021	Neiman Marcus updates	Issue #81
-----------	---------------------------------	-----------

Jane Doe, local reporter

Pre-fall promotion at Neiman Marcus

We reached to Neiman Marcus on 9700 Wilshire Blvd, Beverly Hills, CA with questions on their pre fall promotion. We asked that following questions with their responses listed after.

Where will the promotion be held?

The promotion will be held at Neiman Marcus location in Beverly Hills.

When will it begin and end?

We will start our promotion on August 21st right around the end of summer when college is about to start back. Our promotional end on September 4th right before Labor Day.

Who is being promoted?

We will be promoting brands similar to Chanel, Dior, and YSL. these brands are more affordable than their luxury counterpart and hold similar attire that will appeal to the middle class.

Why is each great designer significant both then and now?

Each designer is significant both then and now because of their cultural impact that they had throughout history from the time they started.

What will be featured in product and incentives to shop?

We will be given away free gifts from each of the major brands when a customer makes a purchase of \$300 or more. Depending on which products you buy you will get a gift corresponding to it.

How are you setting up the departments with products and décor?

We will have three major stands with mannequins displaying the products for this fall. On each wall will have the apparels and handbags. Located at the back will have a jewelry booth that you can ask a salesperson for help in purchasing.



Citation

B. (2021, January 21). Coco Chanel. Retrieved from <https://www.biography.com/fashion-designer/coco-chanel>

B. (2020, August 18). Yves Saint Laurent. Retrieved from <https://www.biography.com/fashion-designer/yves-saint-laurent>

Craven, J. (2019, August 15). Yves Saint Laurent. Retrieved from <https://www.vogue.co.uk/article/yves-saint-laurent-biography>

Finch, K. (n.d.). Why Do Women's Pants Not Have Pockets? Retrieved from <https://kirrinfinch.com/blogs/news/why-do-women-s-pants-not-have-pockets>

Sowray, B. (2019, August 15). Christian Dior. Retrieved from <https://www.vogue.co.uk/article/christian-dior#:~:text=Christian%20Dior%20was%20a%20French,was%20one%20of%20five%20children>

The Editors of Encyclopaedia Britannica. (2021, January 25). Coco Chanel | Biography, Fashion, Designs, Perfume, & Facts. Retrieved from <https://www.britannica.com/biography/Coco-Chanel>

Wikipedia contributors. (2021, May 12). ASOS (retailer). In *Wikipedia, The Free Encyclopedia*. Retrieved from [https://en.wikipedia.org/w/index.php?title=ASOS_\(retailer\)&oldid=1022848707](https://en.wikipedia.org/w/index.php?title=ASOS_(retailer)&oldid=1022848707)

Wikipedia contributors. (2021, April 27). H&M. In *Wikipedia, The Free Encyclopedia*. Retrieved from <https://en.wikipedia.org/w/index.php?title=H%26M&oldid=1020165399>

Wikipedia contributors. (2020, November 26). Max Mara. In *Wikipedia, The Free Encyclopedia*. Retrieved from https://en.wikipedia.org/w/index.php?title=Max_Mara&oldid=990732913

Links to all images

Chanel, Storets, and Friends and Lovers

<https://www.chanel.com/us/fashion/collection/spring-summer-2021/look-10/>

<https://www.revolve.com/lovers-friends-pearl-short-sleeve-cardigan/dp/LOVF-WK776/?d=Womens&page=1&lc=9&plpSrc=%2Fr%2FSearch.jsp%3Fd%3DWomens%26search%3Dcropped+cardigan%26sortBy%3Dfeatured&itrownum=3&itcurpage=1&itview=05>

<https://www.storets.com/products/ivy-contrast-trim-cardigan?variant=32581336236117>

https://www.storets.com/products/kallie-yellow-tweed-skirt-yellow?_pos=27&_sid=20980b841&_ss=r

<https://www.popsugar.co.uk/fashion/Priyanka-Chopra-Yellow-Chanel-Suit-PVC-Boots-46037740>

<https://www.revolve.com/lovers-friends-analee-jacket/dp/LOVF-WO295/?d=Womens&page=1&lc=17&itrownum=5&itcurpage=1&itview=05>

<https://www.chanel.com/us/fashion/p/AS2518B0552394305/mini-drawstring-bag-lambskin-imitation-pearls-gold-tone-metal/>

<https://www.storets.com/collections/bags/products/quilted-chain-bucket-bag>

<https://www.chanel.com/us/fashion/p/A69900B0546210601/mini-flap-bag-iridescent-calfskin-gold-tone-metal/>

<https://www.storets.com/collections/bags/products/hw205acb0075>

https://www.storets.com/products/faux-pearl-beaded-bracelet?_pos=14&_sid=e3333ca81&_ss=r

<https://www.chanel.com/us/fashion/p/A86499Y09902Z2953/bracelet-metal-glass-pearls-resin-strass/>

Dior, H&M and Max Mara

https://www.dior.com/en_us/products/couture-141B58A6676_X2817-puffed-sleeve-blouse-beige-multicolor-mizza-silk-georgette

https://www2.hm.com/en_us/productpage.0957814010.html

<https://us.maxmara.com/search?text=pants>

https://www2.hm.com/en_us/productpage.0751471048.html

https://www.dior.com/en_us/products/couture-193C155A4451_C030-cropped-chino-pants-white-cotton-faille

https://www.dior.com/en_us/products/couture-B1354MTGLQ_D307-30-montaigne-bracelet-gold-finish-metal-and-black-lacquer

https://www2.hm.com/en_us/productpage.0952642001.html

<https://us.maxmara.com/p-4751031606001-kastel1-gold>

https://www.dior.com/en_us/products/couture-M1296ZGSB_M900-small-dior-book-tote-black-calfskin

https://www2.hm.com/en_us/productpage.0639448001.html

<https://us.maxmara.com/p-4516280706004-tote2-black>

YSL, Marc Jacobs, and ASOS

<https://www.ysl.com/en-us/tiny-flower-earrings-in-metal-653429Y15269213.html>

<https://www.marcjacobs.com/default/the-daisy-studs/191267899794.html>

<https://www.asos.com/us/asos-design/asos-design-hoop-earrings-with-large-daisy-charm-in-gold-tone/prd/23427510?colourwayid=60481759&SearchQuery=daisy+earring>

<https://www.asos.com/us/asos-design/asos-design-knitted-breton-stripe-sweater-in-navy/prd/9195250?ctaref=recently+viewed>

<https://www.marcjacobs.com/default/armor-lux-x-the-breton/N615W18RE20.html>

<https://www.ysl.com/en-us/knitwear/high-neck-sweater-in-a-sailor-knit-588097YAFQ21095.html>

<https://www.ysl.com/en-us/lou-camera-bag-in-smooth-leather-612542BRM0U1000.html>

<https://www.marciacobs.com/default/the-camera-bag/191267896731.html>

<https://www.asos.com/us/asos-design/asos-design-crossbody-camera-bag-in-gray-faux-leather/prd/21695494?colourwayid=60188541&SearchQuery=crossbody+bag>