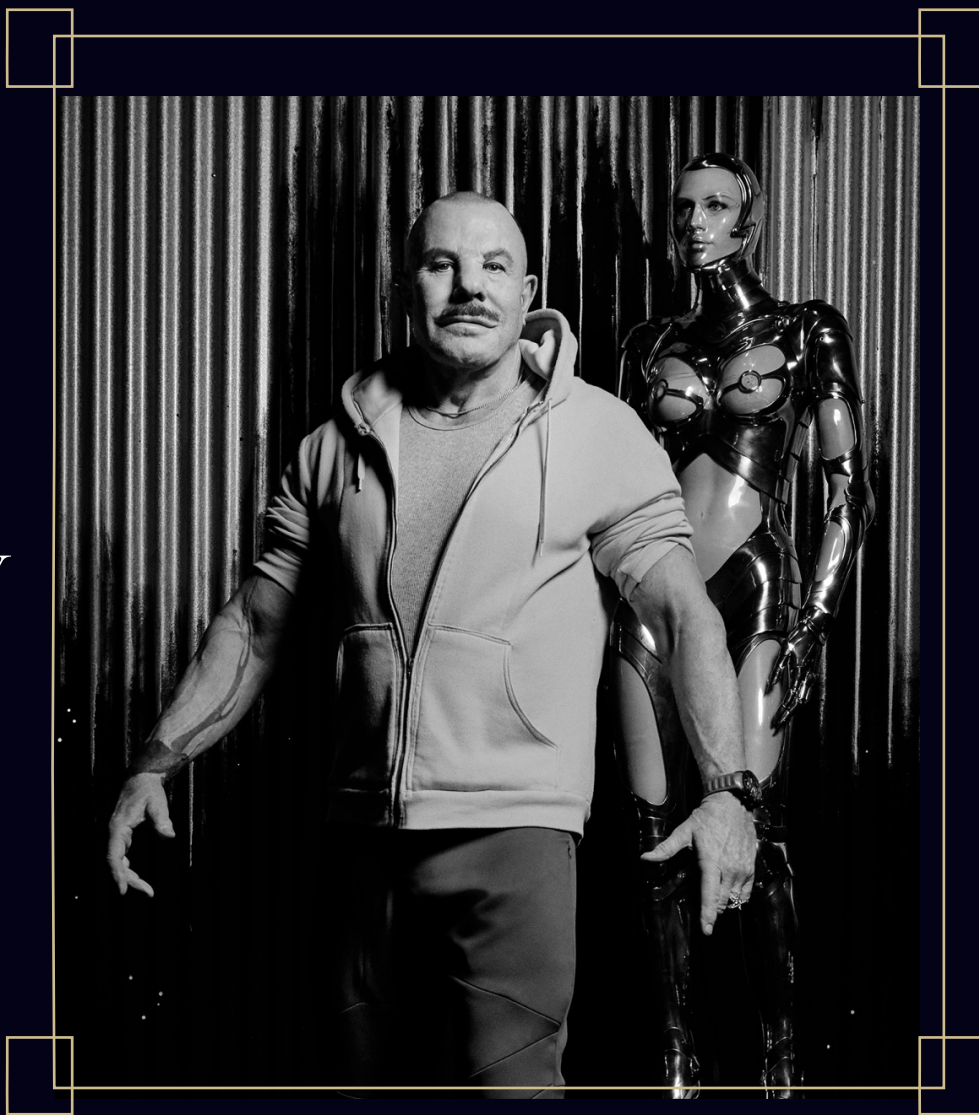


THIERRY



MUGLER

MALIK LEE

BUF3310

1948-2022

Business Journey of Mugler

- Manfred Thierry Mugler was a designer who started as a teenager attending training as a formal interior designer. After being a designer for a ready-to-wear fashion house, he launched Mugler in the 1970s becoming a statement in fashion, with an emphasis on the feminine shape and dramatic silhouettes.
- In 1992, the first fragrance Mugler launched from his collection was “Angel”. The success of Angel helped Mugler create other perfumes such as Alien, Aura and Womanity. As a result of the success of his perfumes, Mugler stepped back from fashion and tapped into the beauty industry where he produced makeup items such as lip gloss, eye shadow powders and various pallets.
- In the late 2000, Thierry stepped back from the Mugler brand, where Casey Cadwallader took over. Casey goal was to keep the brand up to date with trends transforming the brand into ready-to-wear clothing keeping Mugler original signature sultry dramatic designs relevant. He enlisted the help of influencers such as Bella Hadid, Kylie Jenner and rapper Megan Thee Stallion, which helped increase sales.



Ready-to-wear



Haute couture



Fragrance



Beauty

Iconic



MUGLER CHANGED WOMEN'S FASHION WITH HIS UNIQUE DESIGNS. MUGLER HELD THE MOST THEATRICAL FASHION SHOWS IN HISTORY SHOWCASING HIS ABILITY TO CONTINUOUSLY THINK OUTSIDE THE BOX. THROUGH HIS FASHION SHOWS VARIOUS TOPICS SUCH AS RACISM, AGEISM AND INCORPORATED MODELS FROM THE LBGTO+ COMMUNITY BEING THE FIRST TO SPREAD INCLUSION.

HIGHS

THE SUCCESS OF PERFUMES.
ANGEL BECAME A TOP SELLER

CASEY CADWALLADER TOOK OVER
THE FASHION HOUSE KEEPING THE
SULTRY AESTHETIC KEEP UP THE
POPULARITY WITH INFLUENCERS

LOWS

MEN'S COLLECTION
WASN'T VERY
SUCCESSFUL

MEN'S FRAGRANCE
DIDN'T SELL TOO
WELL

MUGGLER

What Makes Mugler Different



MUGLER CHANGED
WOMEN'S FASHION WITH
HIS UNIQUE DESIGNS
PLAYING ON ELEMENTS
SUCH AS PROPORTION
WHICH ISN'T ACHIEVED BY
OTHER BRANDS

MUGLER PRACTICES SUSTAINABILITY
OFFERING CUSTOMERS THE OPTION
TO REFILL PERFUME BOTTLES.
PROMOTING EXCLUSIVITY AND
INCLUSION MUGLER WELCOMES ALL
DIFFERENT TYPE OF CUSTOMERS

ADVICE

BRINGING MEN'S WEAR BACK CAN BE A SUCCESSFUL MOVE WITH SAME PROMOTION AS WOMEN'S WEAR RECEIVES OR CREATING A NON BINARY COLLECTION TO MAKE MEN OR OTHERS WHO CATEGORIZES THEMSELVES AS SUCH FEEL INCLUDED IN FASHION AS WELL AS IN THE FRAGRANCE INDUSTRY.

MUGGLER