



Jean Paul Gaultier

Born in April 24, 1952

Background

- Inspired by his grandmother's closet
- Made clothing for his grandmother and mother
- Read fashion magazines and get more interested in Fashion
- Sent sketches to famous French designers
- Hired by Pierre Cardin as Cardin's assistance and get first formal training as Fashion designer
- After launching his brand, he has known as "the Bad Boy" in the French Fashion

Target:

- Luxury line: High class
- Semicouture:
 - Middle Class
 - Middle to high class

Market Strategy:

- Buzz Marketing
- Celebrities (E,g Madonna)
- Launch Prestige Perfume line



Cone Bra



Mariniere



Women Perfume



Men Perfume



**Jean Paul Gaultier
Spring 2010 Couture**



**Jean Paul Gaultier
Spring 2007 Couture**



**Jean Paul Gaultier
Fall 2015 Couture**