



Alexander Wang

Alexander Wang is a Taiwanese American fashion designer born on May 17, 1984 in San Francisco, California. At the age of 15, Wang collaborated his first designs at his brother's wedding in 1999. In 2002 he moved to New York City, enrolled at Parsons School of Design.

Wang studied in Parsons BFA Fashion Design program until 2004. While studying he also has worked with Marc Jacobs, Derek Lam, Teen Vogue and Vogue US where he was able to encounter some of the fashion world's most influential personalities. On his second year, Wang decided to leave his studies to create a unisex collection of four intarsia cashmere sweaters.

When he launched his line in 2007 in collaboration with Victoria Traina, Wang took the fashion world with his playful and innovative approach to Womenswear and Menswear. He presented Casual staples oversized hoodies, distressed jeans, sneakers, cotton T-shirts and leather backpacks which are the bases of Wang's brand.

The Alexander Wang look portrays the idea of urban style and sportswear and a mix between uptown chic and downtown cool to which a hint of rock and grunge look.



Alexander Wang received top honors as the recipient of the Vogue /CFDA fashion fund and launched a full accessories collection in 2009. This collection was worn by icons such as Beyonce, Lady Gaga and Anna del Russo. This earned Wang recognition the winner of Swarovski Womenswear designer of the year award.

After international success in 2009, T by Wang and a footwear collection was launched. These collections earned Alexander Wang the GQ magazine's best Menswear designer Award of the year as well.

The brand has now evolved into a fashion house of its own right. The Alexander wang flagship store opened in SoHo, new york in 2011.

Wang was appointed creative director of Balenciaga in 2012 becoming the first American designer to direct the house. Autumn/winter 2013 his first collection for the Parisian house was well received by the fashion press. In a longstanding collaboration with H&M, Wang has produced several men's and women's lines that have sold out online in record time.

## Design

Alexander Wang along with his crew accomplished to do the nearly impossible. To win the hearts of the famous New York It-Girls, surprisingly demanding American clients as well as make sophisticated fashion editors fall in love with his collections. His clothes are clear and concise. He identifies very well what public want to attire from high heel boots, skinny jeans, leather shorts, loose T-shirts, boyfriend jackets, and oversized sweaters. During the runway Wang's models are in a hurry. They go fast, do not smile or pose, no affectation or games for the public. Their images are vibrant, distinct and accurate.





Alexander Wang has a good online presence. The brand's own website includes a blog with updates on the brand and a lookbook. The collections can be bought straight from the brand's website and also on advanced online high fashion retailers..

The brand also takes advantage of the use of social media platforms such as Facebook to share articles, advertisements and general news on the brand as well as showing photographs of style icons and celebs wearing the brand. This platform allows the audience to see the highlights of the brand. Youtube Used to stream videos of catwalk shows, collection advertisements and behind the scenes videos. These videos allow the buyers to feel as though they are getting to know the brand on a more up close and personal level.

Wang has found success early in his career. He leveraged his family connection in China to begin producing his collection as an independent company and it still remains independent today. Now the company says it takes in \$150 million in annual revenue and that sales are growing at a double digit rate. His mother served as chairman, and his sister-in-law was the chief executive officer. "We were profitable from Day One," Wang says.



*“Anyone can get dressed up and glamorous but it is how people dress in their days off that are the most intriguing. My mission is that i wanted to see people on the street that i don't know wearing my clothes and that excites me, ” Alexander Wang.*