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Critical Thinking #2

1. Halston defined American fashion by designing clothes that brought together the generation gap. He designed clothes that women age 30 and up could wear them without looking as if they were trying to recap their young years, and teenagers could wear them as well without looking older than they are. He rose to fame in 1970 when he sold his company to Norton Simons industries for \$16 million.
2. Halston was known to be one of the first designers to license his brand onto itself. His business reshaped the business of fashion by allowing other brands to want to license their brands to retailers like JCPenny, Macy's and other department stores. While working with JCPenny, Halston created designs that were accessible in a variety of income levels. Everyone was to be able to buy clothes designed by Halston. He also became influential in uniform design, changing the entire feel of Braniff International Airways' staff uniforms.
3. The downfall of the empire Halston began when he decided to enter an agreement to design clothes for JCPenny Co. Norton Simmons industries dropped him immediately. The agreement with JCPenny was not turning out the way Halston had imagined it and eventually he lost everything. Revlon took over the Halston brand and Halstons himself could not have any say on any new marketing strategies or designs Revlon would come up with.
4. I believe the downfall of the Halston brand was an eye opener for many brands during his time and modern day fashion industry. I do believe this can happen to designers now because things are happening at a more rapid pace than in the 70s,80s and 90s.