

Designer Report

KENZO PARIS



**Kenzo
Takada**



MOSCHINO



**Jeremy
Scott**

By: Seaniah Mcleod

Kenzo Takada

- Born on February 1939 in Himeji, Hyōgo Prefecture, Japan
- Japanese fashion designer who is best known for his label “KENZO”
- Went to “Tokyo Bunka Fashion College” and studied fashion. There were around 60 women and 10 boys including himself in the class.
- In 1960 he won the prestigious Soen prize and began working for the Sanaa department store as a designer of girls clothing.
- Then in 1970 he opened his first Boutique called “jungle jap” and his designs featured in American vogue in 1971.
- Retired in 1999 , Then started making furniture for high end Furniture store “*Roche Bobois*”



The dress that made him win the soen prize



Jeremy Scott

- Jeremy Scott, an American designer hailing from Kansas City, Missouri, was born on August 8th, 1975.
- Moved to New York and went to Pratt Institute , in his senior year he interned for MOSCHINO in the PR department. (1996) . In 1997 he dropped his first line at Paris Fashion week .
- In 2008 Jeremy Scott collaborated with Adidas to make a foot wear that became very popular between young teens and hip hop personalities .
- October 2013 he became Moschino's creative director and sole owner .
- Collaborating with brands like Adidas, Longchamp and cybex.



[vhttps://en.wikipedia.org/wiki/Kansas_City, Missouri](https://en.wikipedia.org/wiki/Kansas_City,_Missouri)



Most famous runway looks

Kenzo



Incorporating modern
japanese styles into
everyday wear

Moschino



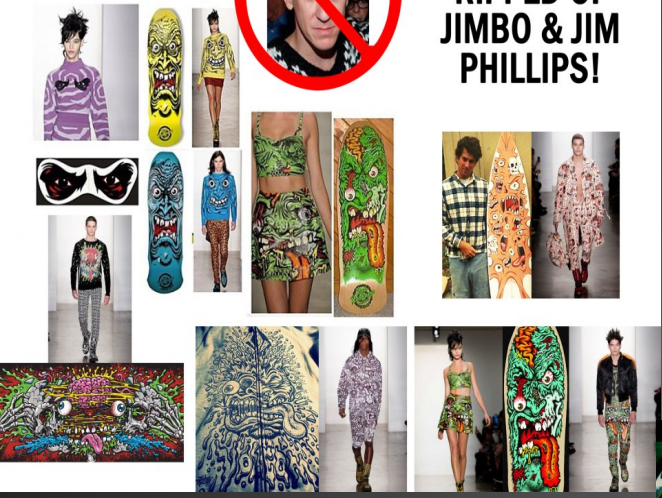
2015 spring
Barbie
collection



Controversy(Jeremy Scott)



**JEREMY SCOTT
RIPPED OF
JIMBO & JIM
PHILLIPS!**

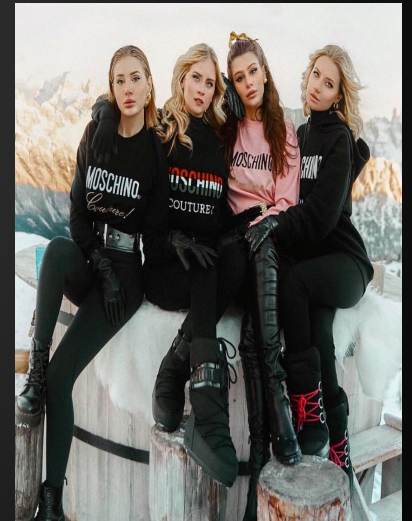


breaking down gender norms



Jeremy Scott's: Target Market

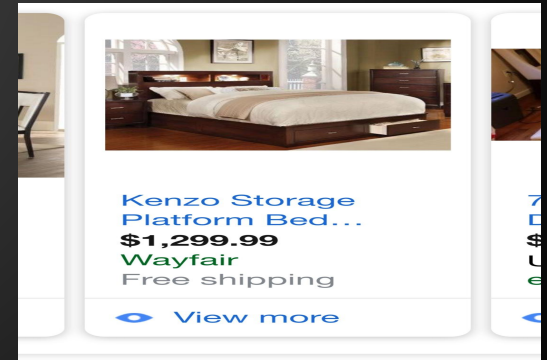
- Luxury fashion consumers
- Pop culture enthusiast
- Streetwear Aficionados
- Young teens and adults.
- Dog owners



Kenzo: Target Market



- Young adults to middle aged consumers.
- Interior designers and decorators
- Fashion forward homeowners.
- Consumers who appreciate international heritage in fashion.



Work cited

- Writer, S. (2017). Kenzo Takada (2) growing up at the foot of Himeji Castle. Retrieved from <https://asia.nikkei.com/Spotlight/My-Personal-History/Kenzo-Takada/Kenzo-Takada-2-Growing-up-at-the-foot-of-Himeji-Castle2>
- El arte y La Moda. (n.d.). Retrieved from <https://www.facebook.com/105459194527375/posts/bj%C3%B6rk-y-jeremy-scottla-amistad-y-colaboraci%C3%B3n-entre-ambos-comes-nz%C3%B3-alrededor-de-1/145071717232789/>