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BuF 1101: Introduction to Fashion Industry

**MOSCHINO**



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## Designer's Report

In today's world, most will underestimate the industry behind the brands that are on the shelves in retail stores. In this vast industry, I like to think of fashion as an oil machine composed of many parts that can't function right if one part is missing. Those parts include the design, manufacturing, distribution, marketing, retailing and etc. Some designers have made their mark and paved the way for others to follow with their creativity and innovation including Kenzo Takada and Jeremy Scott. These two designers captured my eye when I saw their bold colors and playful patterns on the runway. What inspired me to these two designers is the colors and textures they incorporated together, it made me wonder how can one do that. Who would've known you could put a soft tiger fur print with wool fabric to make the average woman look slender? Or adding padding in the shoulders of the coat to give the person a wider look at their shoulders. Fashion is more than a pencil skirt and a white shirt it's how one expresses oneself and can think outside the box and be creative. You can tell who a person is just by their wardrobe and their taste in fashion.



## Background: Kenzo Takada



Kenzo Takada is a Japanese fashion designer who is best known for his label “Kenzo” he’s also a fine art painter. His love for flowers came about because he had a flower garden in his parent's backyard. Kenzo Takada was born in Himeji Japan in 1940 and is still alive today. His love for fashion began when he was a kid looking at his older sister's magazines. Growing up Kenzo Takada had it rough with the judgment from his parents. His parents didn't want him to become a fashion designer, they wanted him to study literature. What many people don't know is during the 1950s many males in Japan did not have jobs sewing and making clothes. Men were usually engineers, bankers, or military personnel. It was out of the norm for a male in Japan wanting to sew and have a fashion line. With all the biased judgment that didn’t stop Kenzo Takada from following his dreams and perfecting his craft.

After graduating High school and entering college he studied literature to please his parents, Not satisfied and bored with the course he left and went to Tokyo Bunka Fashion College. He didn't get accepted right away because many years ago many people didn't like the idea of men sewing, there were a lot of double standards when it came to males or females joining certain majors or doing certain activities. Many people were under the impression sewing was only for women. He later ended up getting accepted and being the first male student to attend the college. However, that was just the beginning of one of many obstacles Takada had to face. According to “Nikkei Asian Review” Takada stated “An ordeal awaited me at the school, however. I couldn't

keep up with my classes at all. Many of the students were women who were good at home economics, or trainees from Western-style apparel shops, and they had already learned all of the basics, such as garment making and how to operate a sewing machine. Having only drawn pictures, I completely lacked such background knowledge.” Being that he didn’t have the resources like others in the class which caused him to fall behind, he caught on slower than others. In 1960 he won the prestigious Soen Prize and began working for the Sanaa department store as a designer of girl's clothing. Even though he was low on cash Takada moved to Paris . Being that he was low on cash he took the trip on a boat, instead of taking a plane. Being on the boat exposed him to diverse textiles, cultures, and styles while he went from stop to stop from India, Asia, and Africa. This exposed him to a new side of fashion.

After moving to Paris he needed to find a quick way to make money. So he tried to sell his fashion illustrations to haute couture houses. Being that his work was unique he picked up work from a few designers. Over the next few years, he worked at a department store called “Relation Textiles”. Then in 1970, he opened his first Boutique called “jungle jap” and his designs were featured in American

Vogue in 1971. One of his models appeared on the cover of ‘ELLE’. In 1989 his first men’s collection was launched. Before retiring in 1999 he came out with a women's perfume line which was named “Ca sent beau” which means “It smells so nice”.





The current 43-year-old Jeremy Scott is an American designer who is from Kansas City Missouri. He's most known for his comical ideas on the runway and bright fabrics. Even though he was from a small town he had big dreams of being in the fashion world. In his 20s he was hungry for success so he flew to Paris in hopes of meeting all the designers that inspired him. He stated that getting a job was tough in Paris, it wasn't something that came overnight. Jeremy found himself couch-hopping and sleeping on trains.

Until he finally found a place, it was a rented room. The people who owned the place didn't care to ask him for any papers to clarify anything, they just told him he could stay as long as he paid his rent. At the time Jeremy gained income from being a party promoter. People were paying him to show up to gatherings and parties because of his strange look. In Scott's 20s he wore mohawk mullet and ripped shredded jeans under 1930s dresses. He had high hopes for interning for Jean Paul Gaultier but later got rejected. He calls it "red tape" he claimed that the French loved using it and that's what stopped him from receiving an internship.

In 2008 Jeremy Scott collaborated with Adidas to make a footwear that became very popular between young teens and hip hop personalities. However, the fad later on turned into a



decline period because no one who dare to wear those sneakers again. Some would even say “their childish and out of style “

On October 13 Jeremy Scott became the brand “Moschino” creative director. A creative director is a person who can portray and certain vision or style whether it be for a new line of clothing or for a department store. The creative designer must be able to generate fresh ideas to the target market. Jeremy Scott’s debut runway collection for Moschino in 2015 was infused with colors and remixes of the recognizable logos we all know, for instance, the McDonald’s and the cartoon Spongebob logo. Although many people loved his ideas of creating things and remixing them he later on got hit with a lawsuit in 2013. A skateboard artist named “Jimbo Phillips” sued Scott for the copyright of infringement. Then another guy came out and stated that he took graffiti from Detroit murals for a dress he designed for Katy Perry to wear at the Met Gala.



# Autobiography

My name is Seaniah Mcleod I'm from Brooklyn, New York, I'm a freshman currently attending New York City College of Technology. Majoring in fashion and marketing hoping to pursue my dreams of owning my own clothing line and creating a book. Growing up I was a very shy kid. I was afraid to speak to people because I was afraid of rejection. I've never been the one to start/spark up a conversation first. Even though I was quiet every outfit I wore told a story or how I was feeling on that particular day. Being that I hated talking first, I drew attention through the outfit I wore that day. What I've noticed is when u look nice or stand out people tend to talk to you first. From a young age, I noticed that I was very creative. There used to be this mass camp down the street from my home. The company would use all these bright color fabrics to make costumes for the males and females for the Labor Day celebration. At the age of eleven, I would go there for an hour just before the closing time and ask for their scraps of fabrics and beads. When they gave it to me I remember being so thrilled because I could finally make clothes for all my naked dolls. The First thing I made was a green sequin pencil skirt and a tube top. This experience is what led to my love for fashion and made me want to work in the industry.



## **PART D Merchandising: Jeremy Scott**

Moschino has captured the media's eye and given the headlines something to talk about with their unique twist with logos such as Barbie, McDonald's, Windex, and Coca-Cola. Jeremy Scott promotes Moschino through makeup, fragrance, celebrity promotions, collaboration with retail companies, campaigns that break gender stereotypes and commercials that show racial equality. Jeremy Scott collaborated with the multinational toy manufacturing company called "Mattel INC". Creating a caucasian doll and an African American dressed in Moschino from head to toe. The doll even got its own advertising commercial; In the commercial, it showcased a black girl playing with a white doll and a white girl playing with a doll. What was breaking boundaries with this advertisement was there was a little boy playing with a doll. The brand is trying to break the stereotype link to boys and girls playing with toys.

## **Merchandising: Kenzo Takada**

