

Alexander Wang

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Coco Chanel

By: Sheila Rodriguez

Alexander Wang

- Began as an apprentice to Marc Jacobs, an American fashion designer.
- First launch consisted of knitwear (2005)
- In 2007, his first women's prêt-a-porter line launched & shown at FW 2017 NYFW.



Marc Jacobs.
Timpone/BFA/REX/Shutterstock



Alexander Wang. (W Magazine)

Coco Chanel

- Grew up in poverty, her father abandoned her in an orphanage
- Was described as coquettish and rebellious
- Her name “coco” came from a song she sang at a bar
- Was a milliner and opened up her first millinery Jan 10, 1910



Coco Chanel. (Time Magazine)

Accomplishments

Wang

- Opened first flagship store in NYC in February 2011
- Became the creative director of Balenciaga in 2012
- Has won recognizable awards like the Vogue/CFDA Fashion Fund in 2008
- Honored by GQ as best menswear designer (2011)

Chanel

- Introduced casual knits and dresses in 1913 inspired by Boy Chapel, her lover.
- Introduced her little black dress by turning the color black from a mourning color to chic & elegant.
- Made a comeback into the fashion industry when she was about 71 years old



Alexander Wang's Fall
2018 RTW collection



Coco Chanel Spring 1994 RTW
Collection by Karl Lagerfeld

Wang For Who?

- Includes clothing, footwear, and accessories for men and women
- Target market consists of people who can afford it's higher prices. Edgy comfortable chic looks.
- Collaborated with affordable stores like Uniqlo, H&M, Adidas & a campaign with Trojan Condoms. Uses younger people in Ads.



Alexander Wang SS17 Campaign

Chanel's Target Market

- Target market consists of women who identify as modern, elegant and are into simplicity.
- Between the ages of 20-60
- Includes clothing, footwear, accessories, makeup, jewelry, eyewear & fragrance.
- Their fragrances are less expensive and target the middle class as well



Coco by Chanel Fragrance Ad 1984.

Coco Chanel FW 18/19 Eyewear Campaign

