Alexander Wang

X

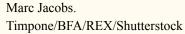
Coco Chanel

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.







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 turing the color black from a mourning color to chic & elegant.
- Made a comeback into the fashion industry
 when she was about 71 years old

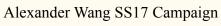




Wang For Who?

- 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.





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



