

Josep Font

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International Catalan Designer

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Background of Designer

Josep Font was born May 27, 1968 in Barcelona Spain according to Famousbirthdays.com. Font always had an interest in fashion since he was a child. Some of his earliest fashion memories were when his mother would take him shopping with her and asked for his opinion on her attire according to Reddinger, 2015. Font never really thought of pursuing fashion because it wasn't a formal subject and not a typical one for men (Reddinger, 2015). He studied architecture at the Polytechnic University of Catalonia according to Famousbirthdays.com. His fascination in fashion continued even though he chose the path to be an architect. While his fascination for fashion continued, he chose design classes and started competing in Paris where he won the Air France Mode Prix. Winning that award made Font realize fashion is his purpose. In his 2015 interview, Paige Reddington identified a love for proportion, form and will, in which he applies to all his collections (Fashionweekdaily, 2015). Font was an admirer of ancient Spanish craftsmanship where he actually carefully considered and employed sensitive techniques to make amazing creations. When he attended four collections at Paris Haute couture authored by Page Reddinger, he genuinely learnt the tradition and skill of couture.

In addition, Font always had an eye for color. Color is very important to him, and before starting a new collection they research. Font said "this is an aspect that can also produce visual volume and identity (fashionweekdaily). Moreover, Font collects his inspiration from the designs of Pedro Rodriguez and Balenciaga and admires Jean Serberg himself- "he loves her obscenity and modernism" font said (Fashionweekdaily, 2015). His Spanish culture also has a significant influence on his creations. There is a great legacy of craftsmanship and practices that have been

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respected in time in Spain. Font also said: “I think and work very globally, and Spain is already in him, but he likes to explore others for references' (Fashion week daily). For each season his design process consists of places recently visited, holidays, books he read and creative thoughts are just beginning to emerge in his mind. “I strive to blend and integrate them in an unusual, yet wearable fashion” said font(Fashionweekdaily, 2015).

The creations of Joseph font are constructed from handcrafted skills and innovative patterns to create timeless pieces for women. According to Vivian Chen, “Detail color, quality, modernism and femininity are the core for the brand”(Chen, 2016). Furthermore, the new energy and glamour of the Spanish label, according to Irishtimes.com, may be the reason why he is a major designer. Modern romanticism is a novel approach, with an across generational appeal and a high-profile female fan following. With its cutting, color combinations and decorations but mainly its craftsmanship, the Delpozo painstaking pre- a couture-approach has had its effect(Mcquillan, 2018). This approach has had an influence and impact on fashion.

Font’s brand is often seen on the red carpet of actresses according to the business of fashion. The Font brand is full of delicacy and charm in every collection, he uses contrasting aspects such as classic and contemporary, architectural features, organic and innovative approaches to volume, color and silhouette(Businessoffashion). Font states “every collection begins with structure and this is how fashion connects to architecture. He connected the two and claimed that “if the basic structure doesn’t work, then the whole garment from the top down won’t work either” according to the Irish times contributor Deidre McQuillan. Collections are

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manufactured in Spain, the pieces are so complex and precise in small studios, that they have to make workshops which know the skill.

Target Market

Target marketing allows your marketing methods to be more effective and meaningful as you are talking to the right individual that is most likely going to purchase your products or services. Josep Font's target market is feminine rich women and those who have a taste for high end fashion. Delpozo appeals to many demographics and is followed by a varied spectrum of women, regardless of their age, nationality, occupation, or in this case, political affiliation (Hume, 2017). Delpozo was worn by Former First Lady Michelle Obama of the Democratic party and Former First Lady Melania Trump of the Republican Party (Hume, 2017). Furthermore, in an interview with Josep Font, Harper's Bazaar asked "who is the Delpozo woman?" Font responded, "The Delpozo woman for me is neither an age nor a physicality; it's more of an elegance and an attitude. This demonstrates that Font addressed a wide range of women of all shapes and sizes, indicating that if they have good taste, the Delpozo brand is for them. In addition, Font has received praise for his ultra feminine, couture inspired ensembles since bringing his line to New York, according to Businessoffashion.com. His collections can be seen on the red carpet on actresses such as Julianne Moore, Keira Knight and Cate Blanchett (Businessoffashion, 2019). This further supports that Font targets Women. Font was hired by Delpozo after the Brands eponymous designer passed away in 2011 and the company was acquired by Grupo Perfumes Y Diseno, who sought to transform it into an international luxury brand (Business of Fashion, 2019). Based on the words "luxury brand" this means they sought to make the brand expensive. Furthermore, individuals who have an income of 24,000-

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90,000 or more would be the target because they are more likely to purchase. Individuals with a higher income are among the most likely to buy premium or luxury items because they can afford it(Statista, 2019).

Design and manufacture

Josep Font became prominent in fashion for his fusing of traditional couture techniques with a contemporary sensibility to produce a one of a kind and feminine designs for the modern woman. Optical illusion patterns, exaggerated, scalloped 3-d pleats, and unique color pairings are common throughout Font's work(Hyland, 2013). In each of his collections, Font is recognized for using an enticing clash of opposites- subtle vs bold, organic vs structural, delicate vs robust. Mint coupled with deepest red, burgundy, and canary yellow were among the bold colors he used in one of his pre fall collections(Muller, 2018). Muller claims that in his collection, Font inlays bright color stripes and manipulates them to create geometric forms using seams and pleats to great effect.

In each of Font's collections, he normally blends different sources of information. His design process consists of places recently visited, holidays, books he read and creative thoughts are just beginning to emerge in his mind. "I strive to blend and integrate them in an unusual, yet wearable fashion" said Font(Fashionweekdaily, 2015). Handcrafted processes are used to create the designs. Font frequently attends premier vision, a textile trade event in Paris, where he studies new materials for the following season(TashJian, 2014). Font's eye for detectable materials is what keeps the brand alive and distinguishes it from other designers. With a gentle touch, Font is able to conceal the technical competence of his designs, keeping the dreamlike aspects of his work.

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Figure: Delpozo's Spring 2018 collection

Delpozos line is created entirely in Spain in small ateliers. Because the pieces are so elaborate and precise, they must be created by ateliers with extensive experience in the field. The shoes, on the other hand, are made in Italy in accordance with the manufacturers specifications (Fabick, 2018). Font uses natural paper that has been transformed into fabric using the same method as linen (Cwelich, 2014). Font textiles are always natural: organza, poplin silk, tulle, double wool crepe, with some modern fabrics like pvc and crinoline. The handcrafted embroidery is expertly crafted from the finest and most cutting edge materials.

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