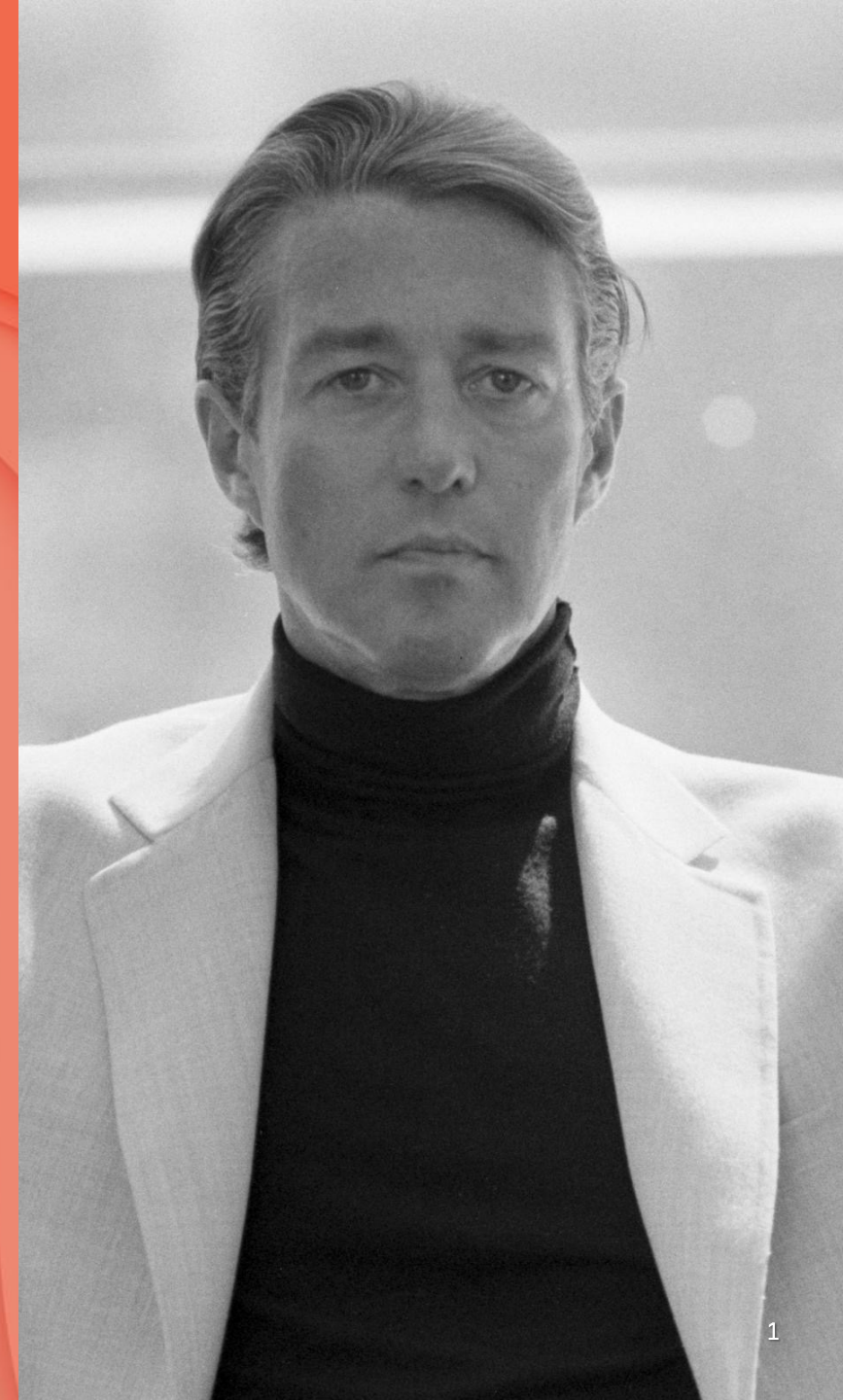


**ROY "HALSTON"
FROWICK
AMERICAN FASHION
DESIGNER**

BUF 3310: Contemporary Designers & Luxury Markets

By Valerie Waldron

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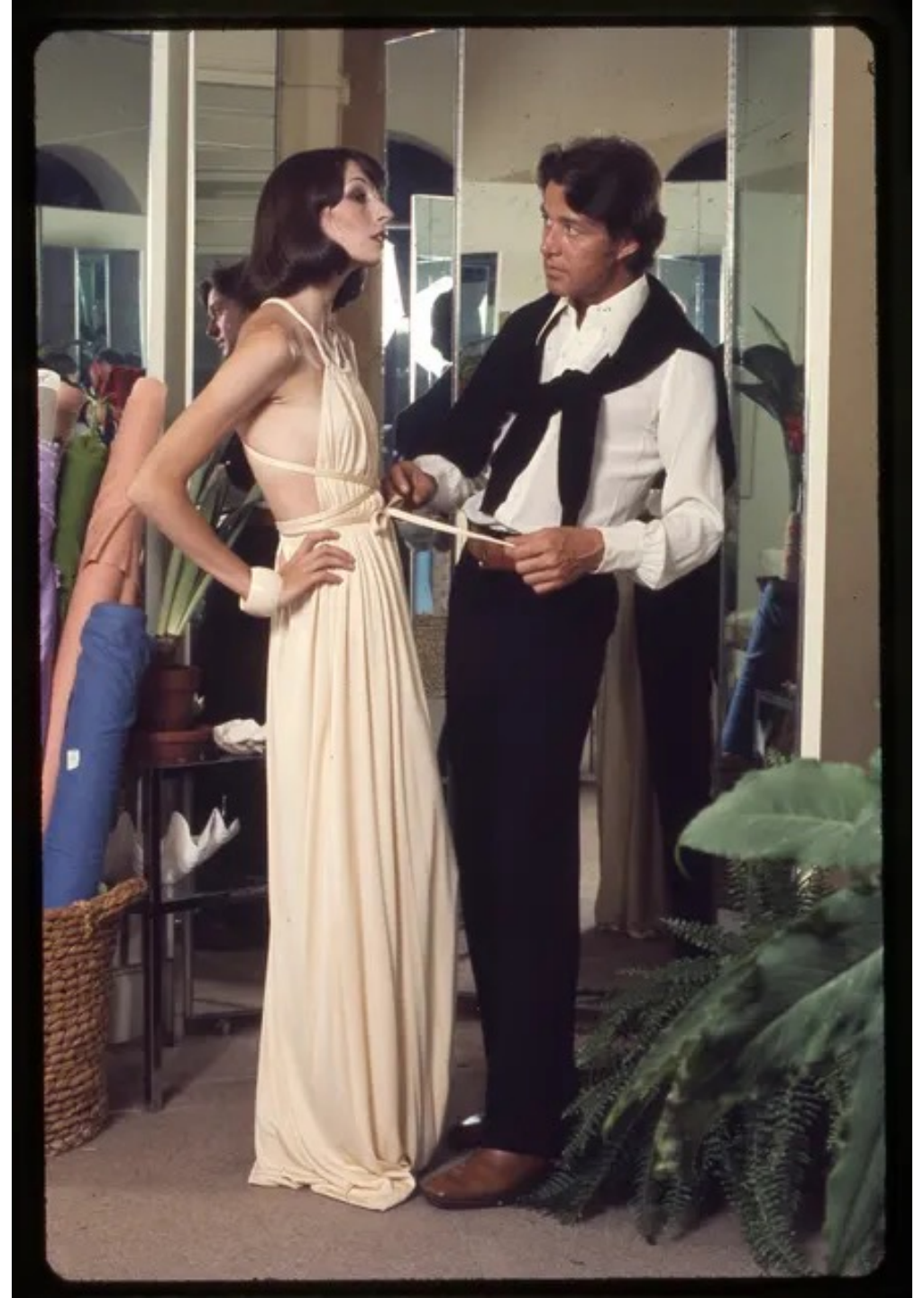
HALSTON'S BUSINESS JOURNEY

- He found new success in hat design working as a custom milliner for Bergdorf Goodman. (Marketti, Gordon 2021)
- Halston soon became a trendsetter as a young designer, first lady Jacqueline Kennedy wore one of Halston's signature pillbox hats at her husband's (JFK) inauguration. (Marketti, Gordon 2021)
- Halston always found ways to expand his fashion empire; early in his career, he experimented with what's known as "brand diffusion" which is companies' use of the same brand name on items at varying price points. (Marketti, Gordon 2021)
- Norton Simon INC. acquired the Halston Business in 1973, he remained the lead designer of his many collections. (Marketti, Gordon 2021)
- His high-end line was Halston Ltd, a made-to-order, ready-to-wear business. He had a store in NYC that catered to an exclusive list of private clientele. (Marketti, Gordon 2021)
- Halston originals boutique sold dresses to department stores across the country. Prices ranged from \$150 to over \$1,000. (Marketti, Gordon 2021)

HALSTON'S DESIGN EXAMPLES



HALSTON was very well known around the world for his impeccable attention to detail and how he was able to dominate the fashion of 70s disco women go-ers. Women were instantly captivated by his designs.



WHY WAS HALSTON AN ICON?

- He was a master of “minimalism”. (Marketti, Gordon 2021)
- Halston’s garments were both understated and luxurious(Marketti, Gordon 2021)
- His body-skimming pieces like his silk chiffon caftans, jersey wraparound dresses, and long cashmere sweaters were often made with just one piece of fabric. (Marketti, Gordon 2021)
- Halston’s pieces were sensuous and flattering. (Marketti, Gordon 2021)
- He was even able to turn Ultrasuede – a soft synthetic fabric, into a status symbol. His garments were fitting for the 70s when a shaky economy made displays of wealth far-fetched. (Marketti, Gordon 2021)
- In his heyday, he was at “the top of the fashion show biz-heap” in the Women’s wear daily published magazine. (Marketti, Gordon 2021)

WHAT ARE THE HIGHS AND LOWS OF HIS BUSINESS JOURNEY?

- Halston originals boutique sold dresses to department stores across the country, with prices ranging from 150 to 1,000. (Marketti, Gordon 2021)
- Halston international, the designer created "component" knit pieces –not outfits, but singular garments like sweaters, shirts, and coats --he figured that consumers could mix and match to their delight. (Marketti, Gordon 2021)
- Business conglomerate Norton Simon INC. acquired the business in 1973, and Halston remained the lead designer of his many collections. (Marketti, Gordon 2021)
- By 1983, Halston enterprises was generating an estimated \$150 million in annual sales. (Marketti, Gordon 2021)
- Halston signed with Jcpenny in 1983 for the creation of an exclusive line that was as he put it " for the American people". Items are priced from 24\$ to \$200. (Marketti, Gordon 2021)
- Bergdorf goodman eventually dropped his line altogether because of mass market merchandising with Jcpenny. (Marketti, Gordon 2021)
- Halston's reputation of excessive spending and erratic behavior left his decisions of businessmen and other parties. Ultimately, his deals ultimately cost him his own name. (Marketti, Gordon 2021)

WHAT ARE THE DIFFERENTIATING

CHARACTERISTICS (USP) OF HALSTON?

- He had a specific party going design including the halter dress, which at that time became a go-to look for many woman of that era. (Ilchi, 2021)
- Halston described his designs approach as "editing the mood of what's happening" he also stated that "a designer is only as good as the people dresses" (Ilchi, 2021)
- Halston made a change from very structured clothes to a more casual look, and fashionable women picked up on it, he told WWD. Clothes should be practical, glamorous, functional and spare. But mine weren't always simple. Some of the simplest looks were actually the most complicated. (Ilchi, 2021)
- Halston said that his work was "an experiment" that was "revolutionary in it's day." (Ilchi, 2021)

WOULD GIVE TO THE MARKETING DIRECTOR OF THIS BRAND?

- One piece of advice that I would have given them was for them to have been able to see the long-term consequences of their decision of making a luxury brand into an affordable one entirely. Not saying that it isn't possible but to have had a separate entity but not have downplayed the Halston brand as a whole because that was the major downfall of his brand to not continue.
- Fast forward to today, there are people who are interested in reviving Halston's brand because of his genuineness of the time of the 70s. But, it would take a great marketing director and salesperson to figure out how Halston's brand could make a comeback after so many years of being on hiatus.

CITATIONS

- Marketti , S., & Gordon, J. (2021, May 15). *What happened to Halston? the rise and fall of a fashion icon*. What Happened to Halston? The rise and fall of a fashion icon. Retrieved February 13, 2023, from <https://www.fastcompany.com/90637111/what-happened-to-halston-the-rise-and-fall-of-an-american-fashion-icon>
- Ilchi, L. (2021, May 21). *Who is Halston? everything to know about the iconic fashion designer and his legacy*. WWD. Retrieved February 13, 2023, from <https://wwd.com/fashion-news/fashion-features/who-is-halston-fashion-designer-netflix-show-1234818275/>