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Luxury Designer Profiling - Vivienne Westwood  
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### Business Journey

- Vivienne Westwood began designing and making Teddy Boy clothes for Malcom McLaren, and in 1971 they both opened a small boutique called *Let it Rock* in London.
- A year later, she turned to biker clothing, zips, and leather. The shop was then re-branded with a skull and crossbones and was renamed *Too Fast to Live, Too Young to Die*.
- In 1981, Vivienne Westwood and Malcolm McLaren have their first official collaborative catwalk show presenting their '*Pirate*' Collection.
- Vivienne received an invitation to show her Spring-Summer 1984 'Hypnos' collection in Tokyo at Hanae Mori's 'Best of Five' global fashion awards, with Calvin Klein, Claude Montana, and Gianfranco Ferré.
- In 1986, Carlo D'Amario was appointed Managing Director of Vivienne Westwood Ltd.
- She opens another boutique in London in 1988.
- In 1992, she starts to introduce wedding gowns into her collections.
- Somewhere between 1992 and 1993 Vivienne Westwood collaborates with Swatch to create the 'Putti' and 'Orb' watches.
- In 1998, Vivienne Westwood launches her debut fragrance '*Boudoir*'.
- A year later, the first Vivienne Westwood New York boutique opens.

### What Makes This Designer An Icon

- Vivienne Westwood helped set the style for modern punk and New Wave music.
- She was considered one of the most unconventional and outspoken fashion designers in the world.
- Her early designs helped shape the look of the punk rock movement.

### Highs and Lows

- When Vivienne and Malcom began to design their own t-shirts with provocative printed slogans, it led to their prosecution under the 1959 Obscene Publications Act.
- She was appointed as *Professor of Fashion* at the *Vienna Academy of Applied Arts* from 1989 to 1991.
- Westwood received an award for *Fashion Designer of the Year* for two years in a row in 1990 and 1991 by the *British Fashion Council*.
- She received an O.B.E. at Buckingham Palace from Queen Elizabeth II in 1992. In the same year, Vivienne is made an *Honorary Senior Fellow* of the *Royal College of Art (RCA)*.
- *Moët & Chandon Fashion Tribute* honours Vivienne Westwood as the first fashion designer to have a solo exhibition at the *V&A*.

## Differentiating Characteristics

- Westwood's designs used historical references, including those from the Elizabethan and Victorian eras.
- She used traditional materials and silhouettes, but gave them a modern and edgy twist, making them relevant to the fashion world and creative youth today.

## Advice to the Marketing Director

The advice I would give to Christopher Di Pietro, who is the marketing and merchandising director of Vivienne Westwood, would be to continue to search for target markets that are still interested in incorporating music into their looks. There are many young people who would appreciate this that listen to a lot of punk rock and heavy metal that would look to stand out in their use of fashion.

## References

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