

Rivoluzione

Kevin Drake Diemert
Senior Fashion Collection
Concept Review

Customer Review



Rischiosa

Affettato

Sessuale

Name Stefani Joanne Angelina Germanotta

Age 33

Location Malibu, CA & New York City, NY

Occupation Singer-Songwriter, Actress

Net Worth: \$300m

Annual Income \$30-\$90M (2014, 2018)

Relationship Status "it's complicated"

Fashion Houses Alexander McQueen, Thierry Mugler, Versace, Jean Paul Gaultier

Music Pink Floyd, Queen, Bruce Springsteen, Tony Bennett, Blondie, Garbage, Led Zeppelin

Inspirations: Diana, Princess of Wales

Philanthropical Ventures: GLAAD, EJAF, amfAR, BTW Foundation, UNICEF, IGB Foundation, (RED), Red Cross, Clinton Foundation

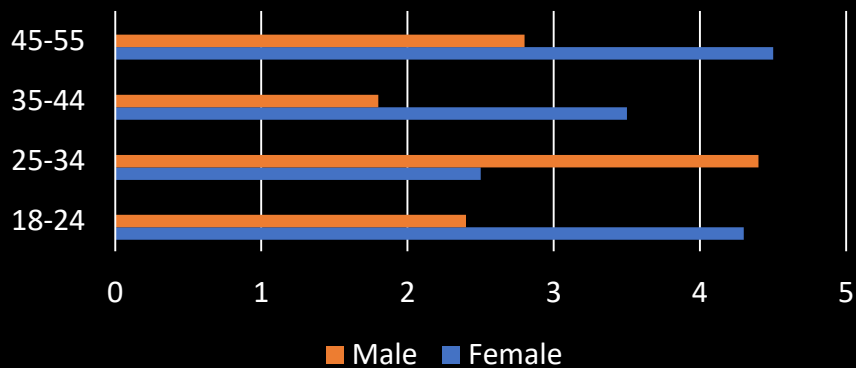
Target Market



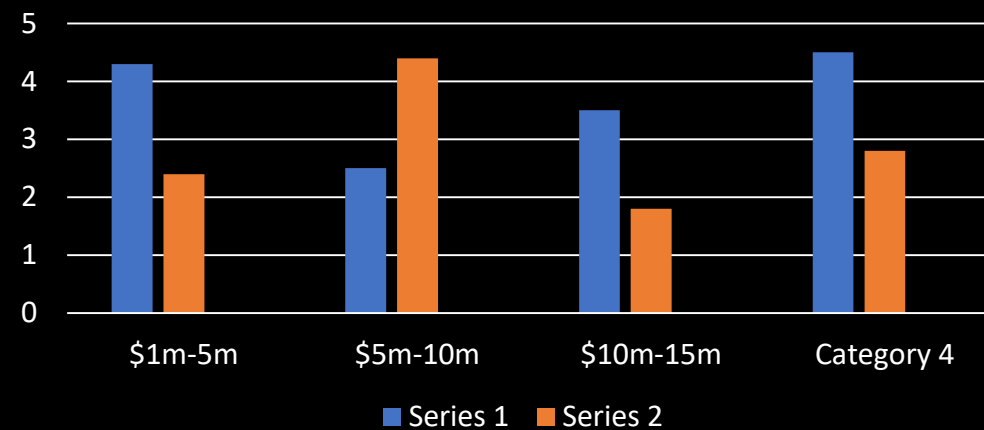
Demographics	Psychographics
Age: 25-35	Sexual Revolutionary
Gender: Female	Provocateur
Location: Metropolitan Sprawl	Philanthropist
Occupation: Fashion, Marketing, Content Management	Lifestyle
Education: 4yr-Masters	Conspicuous Consumption
Annual Income: \$550k+	Inhibition
Relationship Status: 50/50 Single/Married	Fun and Fancy-Free, a Libertine

Market Research

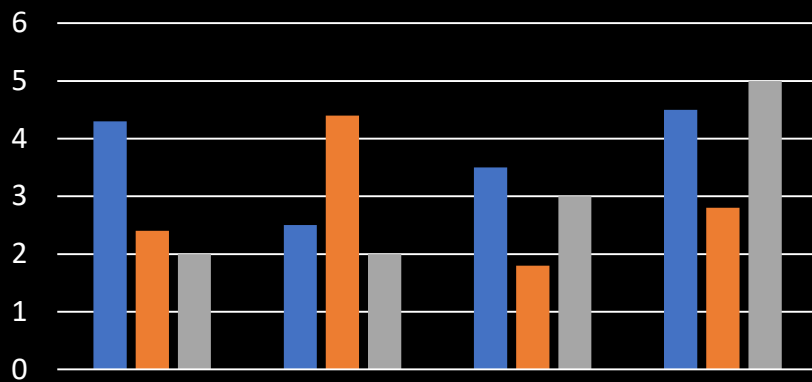
Age



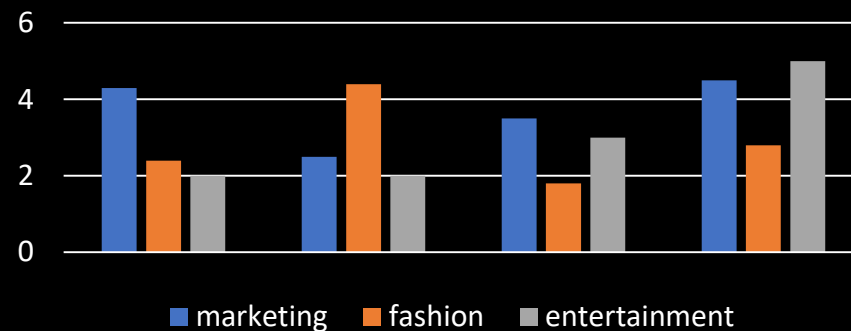
Income



Sustainability



Profession



Competitors

Jean Paul Gaultier



RTW/Haute Couture

Location: Paris, France

Values: Sensuality and Classicism

Colors: Darker colorways for A/W,
Warmer, bright colors for S/S.

Textiles: Natural and synthetic,
prints, jacquards, embroidered

Styles: Historical mashup

Essence: Sensual and Refined

Pricepoint: High end, \$500-\$200K+

Thierry Mugler



RTW/Haute Couture

Location: Paris, France

Values: Sensuality and Futurism

Colors: Pastels, Neon, Shocking

Textiles: Varied. Fine and High end for HC

Synthetics and naturals for RTW

Styles: Historical, Futuristic, Modern

Essence: Sexual and Mythological

Pricepoint: High end, \$500-\$200K+

Alexander McQueen



RTW, Previously including Haute Couture

Location: London, England

Values: Scottish pride, Provocateur

Colors: Darker colorways for A/W, Warmer, bright colors for S/S. rustic and natural

Textiles: Natural and synthetic, prints, jacquards, embroidered, rustic and plaids (tartan)

Styles: Historical Sensuality and refinement

Essence: Cultural pride

Pricepoint: High end, \$500-\$200K+

Concept Exploration Mood



Concept Exploration

Colors:

- Manarola Peach
- Firenze Fire
- Varnazza Crème
- Corniglia Ocean
- Tuscan Sun
- Toscana Foliage
- Nero



Fabric and Trims and Colors

100% Natural Fruit and Vegetable dyes

80%-100% Natural Fiber

25% Synthetic overall

Textiles:

- Natural, Unbleached Muslin
- Textured and patterned cotton
- Satin
- Crepe
- Crushed Satin
- Metallic, vintage, handmade lace and ribbon trims, imported from Italy

Rough Sketch

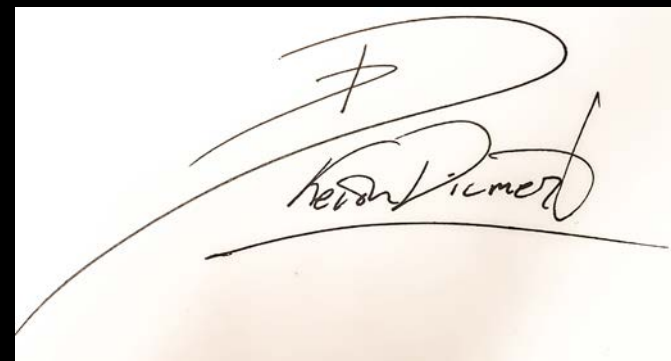


Designs

Logo

Handtags

Label



Color:
Style #:

\$4,500



Labels/Handtags:

Preferably printed on recycled
100% Cotton natural/unbleached
canvas

Grazie