

Marc jacobs analyse



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Basic info -In 1986, Duffy and Jacobs, backed by Japanese artist Attacks Murrain were able to design the first line under Marc Jacobs label -Marc Jacobs international company, ALP is a design company launched by Jacobs Duffy Designs Inc in 1993 -Following the next year, in 1994, Jacobs provide his first collection for menswear -Marc Jacobs later on became part of Louis Button Meet Hennessey -Popularity have reached in 80 countries -In 2011, the income of Marc Jacobs brand was \$350 millions USED Positioning of Marc Jacobs They were more runway wearable only, due to the uniqueness, expense and use of high class material such as Stones, silk etc. Later on the brand start their 2nd to Marc Jojoba's label, the Marc by Marc Jacobs. This sister brand have reach out to customers more as the clothes are following the everyday casual, fun style and grunge. The use of material make the brand become less expensive as well Style -Marc Jojoba's known for looks: Grunge and Layering. He's very inspired by pop culture, contemporary art and music, lots of them which can be shown in his assign. Growing up he's always different and really enjoy the punk scene and always wanted to fit with but was always just a poseur with them.

From the past memory he created his own " grunge" look for his clothing line, which is recognized through this collection: " awkwardness give me comfort"- Marc Jacobs -Layering also add to Marc Jacob brand looks, putting things together that to normal eyes it wont work, but with his vision he's always making trends. As quoted perfectly from style. Com " whatever his latest craze, the looks is going to be pretty UT not too polished, feminine but not too provocative, hip but never trying to hard! ". Marc Jacobs is not

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entirely about sexy things, perhaps it's more about complicated ideas, the designer as many critic and stylist describe as that he will never, "disrobe" the body Target market -Rich people, celebrities and other style hungry individuals -Marc Jacobs products are about elegant, classy, exclusive and upscale -The price range is pretty expensive, with the most expensive hand bag is \$5595 USED -While the Marc by Marc Jacobs are targeting people between age of 18-35, and interested in more urban look -This sister line of Marc Jacobs is edgy, playful, sophisticated and colorful.

Very young and rebels look compare to its sister. This is the younger line of Marc Jacobs, to make the brand popular for younger -The price range is also very "reasonable" compare to Marc Jacobs Promotion -Due to the tremendous amount of famous loyalty customers (such as celebrities and famous stylists), Marc Jacobs was very successful in celebrities endorsement campaign.

Fan and followers would follow those stars and the brand got even more famous world wide Marc Jacobs hold a lots of fashion week events as well as parties as part of its marketing, introducing new collections or just simply a place for designers as well as stylists, come together, exchange ideas and improve the standard quality of fashion industry.

All of Marc Jacobs event gain a lots of attention from many varieties of famous fashion magazines, TV shows as well as shared by many on social network (such as Facebook, Twitter etc...) -Also by launched numbers of stores in many different country, Marc Jacobs were able to introduce their own style and gain more amount of customers, making he clothes easily

available for stars in those countries -They have total of 14 stores in US as well as 86 stores Internationally -In 2007, company expanded to more than 60 world wide.

At the same year Marc Jacobs open a Men's and Women's collection on Loon's Mount Street as well as multi-brand store in historic Savannah, Georgia, a seasonal store in Province town, as well as multi-brand store in Tokyo and Moscow. At that time they also released new fragrance, Daisy, in September Sources : [www. Vogue. Com](http://www.Vogue.Com) [www. Slideshows. Net](http://www.Slideshows.Net) [www. Frontispiece. Com](http://www.Frontispiece.Com) a