

Reading assignment

[Business](#), [Marketing](#)



Reading Assignment Reading Assignment The initiative in the write up is guided by numerous factors worth noting. First, it gives a historical background of Halston's creativity and innovation in the field of fashion. This means that the write up exposes the successes that propped up his fashion empire and the eventual dormancy that lasted for eighteen years. Second, it wishes to describe ways of resuscitating failed businesses as was done by Net-a-Porter. Therefore, this helps Halston through the restoration of his legacy and giving contemporary customers what they missed before the dormancy in the 1990s (Karimzadeh & Jenkins, 2008). It is also a strategy that affirms the need for new business entities to tend to customers through the original ideas of the pioneer such as Halston. Overall, it ensures both the old and young can come together in terms of fashion.

However, the initiative undertaken by the Net-a-Porter has a great impact upon copycat manufacturers and fast fashion retailers because they will find loopholes of exploiting the fashion market. This is through the use of less creative and innovative mechanisms such as reproduction and offering sales at cheaper prices to attract customers. On that note, the original business owner fails to attract his deserved royalties in that case causing infringement copyright issues. It is equally compounded by the blatant use of logos and designs that belong to Halston thereby aggravating the intellectual aspect of safeguard all creative materials of other artists. In other words, this strategy is wrought with different failures because both retailers and customers are not bound to get their bargains.

One of the disadvantages to offering pieces of collection includes the fear of contravention of the existing intellectual and copyright laws. All materials

displayed at the runway show belong to Halston's fashion empire the Net-a-Porter company. Another glaring disadvantage involves the wrapping, packaging, and eventual delivery that could fail to meet the targets of ideal customers in the market. This implies that Halston's name could be misused to the demerit of his legacy and reputation in launching and re-launching new and old products respectively. Similarly, the designs will suffer integrity and authenticity issues during display because they lack a distinct collector after the presentation at the runway shows or even galleries. It connotes the risks of engaging in second party merchandising.

Consequently, from the Net-a-Porter perspective, there are various risks associated with this type of merchandising. For example, it sometimes fails to acknowledge the original creator, thus, breaching terms and conditions of launching the new product. Another risk involves short-changing customers through the production of new designs that do not match with those of Halston when he dressed the First Lady. This demonstrates the conflict of interest that emanates from conducting marketing with different parties when merchandising old products that had lost their relevance in the market (Karimzadeh & Jenkins, 2008). Alternatively, it gives less profit or gain to Halston's fashion empire while allowing Net-a-Porter to generate massively in form of marketing identity and reputation as retail for luxury products. Overall, merchandising fails to tap on the old potential critical in attracting new clients.

Reference

Karimzadeh, M. & Jenkins, T. (2008). Halston Bypasses Runway by Going Digital. *Women's Wear Daily* 197 (29), p. 3.