

Brand

Business



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BRAND The brand of Vionnet has a long history, which started in 1912 with the creation of the fashion house by Madeleine Vionnet. It was known for new concepts and creative and commercial strategies that has also found its presence in the modern fashion system. While at the beginning it was an impressing place of the world of couture, Vionnet used totally innovative approach, which was represented in sartorial skills of its founder with the perfect combination, experimentation and elegance (Madeleine Vionnet, 2015). However, the business was shuttered and only in six decades it was re-interpreted by Italian businessman. Now it belongs to Goga Ashkenazi, a Kazak former oil and gas tycoon, whose attraction to fashion industry and to Vionnet brand in particular was dictated by a belief in heritage and history of brand (Haritela, 2013).

Despite the entire couture industry is directed toward meeting the desires of those customers who can afford luxury clothes, in terms of affordability, the creative director of Vionnet and its owner Goga Ashkenazi is striving to capture more consumers by creating the same couture in a more accessible way (Karmali, 2013). While clothes of couture range sometimes from tens to hundreds of thousands of pounds for the dress, it becomes less possible to all most women to purchase such dress and under such tough economic conditions, it is practically impossible. For that reason, Vionnet offers demi-couture gowns that is full of beauty and captures the couture creation, however, is more affordable for the customers. In addition, couture dresses are usually one-time event clothes, while Vionnet wants to provide its consumers those dresses that will be suitable to wear in more ways than one. Thus, a dress from Vionnet for £2, 000 is considered as affordable couture unit available in different colours, prints and material, and which at <https://assignbuster.com/brand/>

the same time does not also lose its exclusivity and unique feature of haute couture. The successful revitalization of Vionnet brand has also been influenced by its designer Chalayan, who is more known for the visionary magician. In U. S. the first new Vionnet collection became available in the house atelier within Barneys New York flagship stores. In Milano the first modern boutique of Vionnet brand was presented in 2011. Today the brand is present in more than hundred and eighty stores worldwide. According to Vogue (Karmali, 2013), the modern collection for Vionnet became also available to order in-store at Harrods. In addition, one can make a purchase through online stores at Luisaviaroma, Modaoperandi, Net-a-porter and Stylebop.

References

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