CHRISTOPHER KANE

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Fashion Product Development 571-KNL-03



Christopher Kane is the London label challenging fashion ideologies and notions of beauty since 2006. The ordinary is transformed into the extraordinary when collections that start with autobiographical inspirations are realised using innovative techniques.

BRAND HISTORY

Kane established his namesake label in 2006, with his sister Tammy as the brand's co-creative director and co-founder. His first independent show, a collection of bandage dresses, was neon presented in the Spring/Summer 2006 season in London Fashion Week. Over the following seasons, Kane would receive rave reviews for his fresh take on fashion and his ability to recast materials and prints once fallen from favour, and place them right back into the aspirations of the industry and the wider consumer.



CHRISTOPHER KANE

MARKET SEGMENTATION

POSITIONING OF BRAND

- Mid Level Designer.
- Target market: Millennials (age 24-40)
- Prices from £185 £2500 (approx. \$240 \$3200)
- Regular customers have a relatively high income.

BRAND TYPE AND PURPOSE

- Smart/casual aesthetic or occasion wear.
- Indulgent shopping.
- Sizes from XS-XL or UK6-UK14.

CONSUMER PSYCHOLOGY

- Females (24-40 year old) like to wear bright colors and invest in british designers.
- Buys for occasion wears.
- Buys into the brand as a fashion statement.

SHOPPING ENVIRONMENTS

- Stockists rather than independent shops: Harvey Nichols, Selfridges, net-a-porter.
- Concession store has own layout / style in departments store.

S.W.O.T ANALYSIS

STRENGTHS

- Bold prints and slogans create a recognizable style.
- Personality shines through garments creating quirky style.

OPPORTUNITIES

- Collaborations with other designers and high street brands.
- Diffusion lines for younger market (get consumer interested in brand at a young age).

WEAKNESSES

- Not got a large overseas market.
- Rarely collaborates with designers, artists, or celebrities.

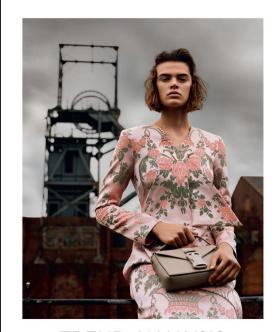
THREATS

- Other brands offering similar aesthetic especially slogan t-shirts as these are best sellers.
- Luxury market competitors.



PRODUCT DEVELOPMENT





TREND ANALYSIS

FASHION SCAN

Retro Resort



Rejina Pyo Spring 2021



Maryam Nassir Zader Spring 2021



Dodo Bar Or Spring 2021





The concept: Explore the familiar, commercial nuances of #retro themes with a contemporary handwriting, taking inspiration from vintage archives and moving the look into modern territory via material and silhouette. Exaggerate the A-line shapes of this era for more casual beach and swimwear lines, or look to designers like Dodo Bar Or, who reinterprets the retro gaze with a quirky lens, using contemporary silhouettes.

Materials & textiles: Sun-faded checks are an easy entry point into this direction. Sepia-tinged ginghams, madras checks and grosgrain structures work across separates and matching sets.

 $\textbf{Relevant for:} \ dresses, \ woven \ tops, \ skirts, \ trousers, \ \underline{knit \ and \ jersey}$

Delivery: Spring 4





FASHION SCAN

Artistic Impression

The concept: Explore cultural references through artist collaborations to embeds collections with another layer of authenticity.

Surface & materials: Use GOTS-certified, Fair Trade, BCI or recycled cotton as the canvas for these bold prints. With different fabric constructions, weight, and elasticity options, RFD fabrics offer unlimited options for white denim, such as garment dye and digital prints.

Wash & Finish: Use discharge or digital prints as a way to capture photoreal prints or paintings in an authentic and captivating way. Up-sell the look by using the prints on coordinated sets. Inspirations include the <u>Daily Paper x Van Gogh Museum</u> collaboration featuring the artist's vibrant daubs, as well as <u>Casablanca's</u> Hawaiian postcard landscapes.

Relevant for: shirting, jeans, denim jackets



Charles Jeffrey Loverboy Spring 2021



Ottolinger Fall 2020

FASHION SCAN

Tinted Pastels

MEDIA SCAN

12 Standout Trends from the Spring 2021 Runways

Designers are adapting to the moment.

























Look 7 - 11





PRODUCT DEVELOPMENT CAMPAIGN



CHRISTOPHER KANE

RESORT 21/22















