

NEW YORK JEREMY SCOTT PARIS BEVERLY HILLS ENTER

February 21, 2018 // Katrina Bromberg, Farah Hanna, Erika Martin and Corinne Lafortune
Presented to Lily Desrochers

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Who is Jeremy Scott?

If there were three words to describe Jeremy Scott's design aesthetic, it would be out-of-the-box, loud and of course, flamboyant. Jeremy Scott, "the peoples designer" is an unforgettable name when it comes to fashion. For people who are not even into fashion or keep-up with the industry, still know his name, and if not his name, than his infamous collaboration with adidas on his wing shoes. His brand has become an influential and powerful clothing brand that has always pushed the limits of the norms to create something more playful and almost humorous.



Fall/Winter 2018 Ready-To-Wear Collection Out Now!

"The peoples designer", Jeremy Scott's, new Fall/Winter 2018 Ready-To-Wear collection has arrived with a boom! "The Fifth Element", fuzzy patches and the moon-boots made a come back in this collection. Which is available online now at jeremyscott.com, but grab them while you can as there are limited pieces!



Jeremy Scott Ready-To-Wear Spring/Summer 2018 Show

In September we attended the Spring/Summer 2018 show which was crazy to say the least, but then again, when aren't they. High-high laced up snake skin boots were a definite statement in this seasons collection. Sequent pants for the men, dresses for the women, camo print garments made a come-back as well as huge bejewelled dresses.



The Fans Who Keep Him Going

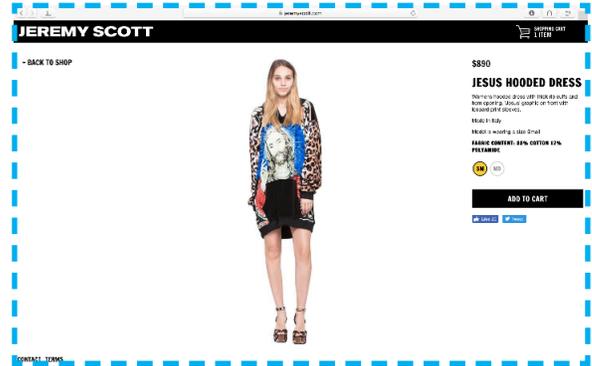
Being that Jeremy Scott has been known to be more out there, his brand has always brought attention to the younger fashionistas of the time. As most high-end designer collections, his clothes do not come cheap, ranging around \$200 for a t-shirt and up to

"I think one thing I've learned over the years is just that you're not going to please everyone, and the most important person to please is yourself"

\$1000 for a dress. Most of his customers live a luxurious lifestyle who definitely love to make a statement when it comes to what they wear, and appreciate and love his vision.

The Jeremy Scott Website before the event

Jeremy Scott's website has a very clear and surprisingly minimalistic aesthetic, with only black writing on a white background being that his clothes take most of the attention. The second you get connected to the page a pop-up of the recent fashion show appears, which gives you the opportunity to watch it again and to share it. The homepage is the products listed from his previous collection, Fall/Winter 2017, rather than a typical homepage which includes either lookbooks, or promotions of some sort. On top there is a banner in black of the Jeremy Scott logo, right underneath on the left side are his multiple collections listed, "Fall/Winter 2017, Spring/Summer 2018" and others, which makes it easier for the customer to shop and look through the products. All the product images are GIFs, of models doing playful and relaxed poses.



Social Media Platforms



It is no surprise that Jeremy Scott's personal Instagram page is his most followed social media platform with 1.7 millions followers and 3379 posts to date. His page is mostly filled with his newest collections and editorial shots of his models, different celebrities wearing his clothes, videos of MOSCHINO, and pictures of himself with other designers. He does not have a theme, although his photos are color-coded based on his collections.



Similar to his Instagram and Twitter, his Facebook page that is not far behind at 340,937 followers, is quite active and he posts the same editorials and newest collections. He publishes photos of well known and celebrities front row at his shows with Hashtags. The videos posted are videos of his runways or interviews.



With Twitter at 374,000 followers, it consists of him posting his daily tweets on celebrities that he worked with and photos of his new collections linked to Instagram. He has less fanbase on twitter, than on Instagram, since his retweets are a small amount compared to Instagram. His twitter consists of editorial shots, runway shots, photos of himself or celebrities in his clothes.



The Website during the event



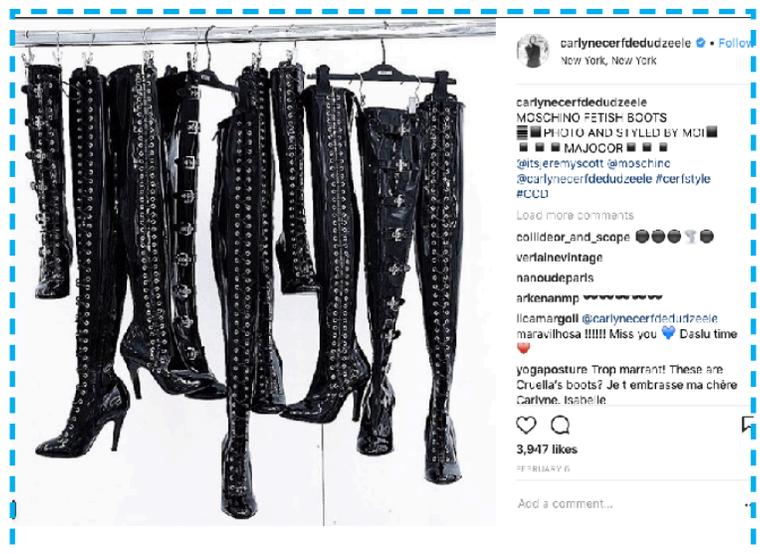
The fashion show event which took place on Thursday, February 9th at 8 p.m., if you were to visit Jeremy Scott's website at the time of the event, a pop-up screen would appear offering you the chance to watch the show live and feel as if you are there too. Still almost two weeks after the show, the pop up will still appear asking if you would like to watch the show again if you have not already. In respect to the overall site itself, it remains the same as it always has with no other promotion of the show.

The Event on Social Media

Yet another year in a row, Jeremy Scott's fashion show was a jaw dropper, at least for the people that attended it. Apparently it does not seem like there was a lot of "hype" before the fashion show since even the brand's accounts did not post a lot about the event on the days before the fashion show. Although on the same day of the fashion show, Jeremy Scott released a makeup line in collaboration with MAC cosmetics. After collecting the data on Facebook and Instagram, it was a realization that there was more activity concerning the makeup line, than the fashion show itself on the days before the event. Posts that concerned the event itself only came from Scott's personal account and showcased looks from last year's fashion show or showing looks from "Moschino" where he is the creative director. For the accounts that did post hashtags in relation to Jeremy Scott and NYFW,



the posts were pretty much scattered equally on Instagram as well as Facebook. They were also scattered in the way that they talked equally about Moschino, the MAC cosmetic line and the fashion show from 2017.



Front Row and Fashion Event

During and after the event, the posts about the fashion show boomed. Celebrities such as Cardi B, one of the world's most popular female hip hop artist, Steve Aoki, an internationally renowned DJ, Kehlani, Shaun Ross and many other models and fashion renowned individuals were seen front row at the show. We follow some of these celebrities on other media and some of them live posted the event which gave their viewers an inside look at how the event unrolled. As usual, Jeremy Scott did a collaboration with the brand "Longchamp" which were placed on all the front row seats. The model's hair were made in collaboration with the haircare brand Wella and the nails were done using Essie nail polish. The show was comparable to the "Fifth Element" movie, mixed with rave colors. Even if show-casing his 2018 ready-to-wear fall collection, Jeremy Scott did not chose to make a collection using the classic earth-toned colors. Instead, the outgoing designer decided to use



quite the contrary, with bright neon colors and eccentric patterns. On February 8th, spectators sat down to watch the start of the fashion show where world famous model Gigi Hadid opens the runway wearing a pink crop top with short metallic overalls. The show took place at Public Arts at 9pm on Thursday night and before the event, guests rocked flashing LED



glasses as they enjoyed cocktails and tried to keep up with Dance Revolution. Guest featured 21 Savage, Winnie Harlow and other celebrities. The guests were also gifted with a multimedia special performance by Ssion that is from Scott's hometown of Kansas. The after-party was mostly for the makeup line collaboration where guests were asked to wear bright neon colored outfits, then party wrapped up with a literal boom as red metallic confetti was shot into the air to mimic the spiritual experience connected to raves. The days following the fashion show, blogger, influencers and models started to release articles about the event, pictures of their behind the scenes view of the fashion event. Makeup looks were recreated by makeup gurus and this gave more and more visibility to the collaboration.

Media Coverage



It was no surprise to see that Jeremy Scott's runway for Ready-To-Wear Fall/Winter 2018 was decorated with pops of colours (wouldn't be a Jeremy Scott show if it wasn't), fuzzy patches, and metallics. Similar to his Fall/Winter RTW collections from 2012 and 2015, short wigs seemed to be a trend in Scotts runways. This season, Leeloo from sci-fi movie, "The Fifth Element" was an obvious inspiration, from the coloured bobbed wigs to the long-straped bodices.

Gigi Hadid not only opened the show but closed it too, starting off with a cotton candy pink wig, along with the reoccurring track top like bra and metallic shorts with long straps. Black bondage straps were juxtaposed with care bear-like graphics printed on tops. One of the biggest statements from the show were definetley the come back of the moon boots, specifically the thigh high ones as well as the overlays which will definetley become a trend. As for the face, models were touched up with his make-up collaboration with MAC cosmetics that had released the same day as the event.

Vogue



NEW YORK, FEBRUARY 8, 2018
By NICK REMSEN

"It's almost like this feeling in sci-fi movies—ridiculously sci-fi movies—where you see people walking around in the background, wearing things where you're like, "Whaaaaaa! How is this even possible!" " With that, Scott tied the ribbon on his Fall women's and men's collection, shown together: It was zany, brainy, brilliant in spots and thought-provoking in others. In concrete terms, think: '80s Italian discos, arcade claw-grab games, *The Fifth Element*, juicy-csque tracksuits, neon accessories like the kind you crack open on the Fourth of July, and a hell of a lot of fluorescent fluff (including on the Longchamp bags that Scott lines his front row with each season).

Did the fashion show really happen if Vogue didn't cover it? Luckily for Jeremy Scott, Vogue only raved about the collection, paying close attention to the nostalgic hints Scott brought back into this seasons show. Such as the Popples bears from the 80s which were printed on shirts and dresses, the jetson skirts and of course the moon boots which haven't been seen since the early 2000s.

When WomenWearsDaily reviewed Jeremy Scotts RTW Fall 2018 show, they focused on the designers ability to create garments that differ so much from all the other high end designers and his capability of making clothes that are "silly but not stupid."

WWD

NEW YORK, FEBRUARY 8, 2018
Jeremy Scott RTW Fall 2018
It was bright. It was camp. It was silly but not stupid.



Salute

NYFW: Bringing Sci-Fi to the runway

Jeremy Scott

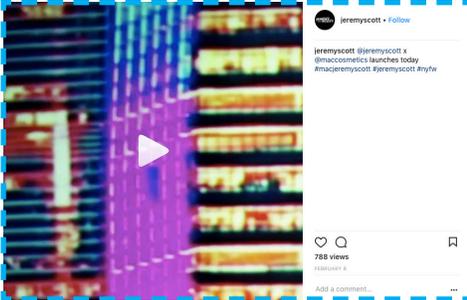


Jeremy Scott, Moschino's creative director, debuted his Fall 2018 Ready to Wear collection during New York Fashion Week on February 8. The innovative designer never disappoints with his unique collections. This season he chose a sci-fi, space theme.

Salute Magazine, as all the other reviews mentioned frequently the sci-fi feel to the show and clothes, due to the metallic color to some of the pieces, as well as the moon boots and short coloured wigs. Another look seemed to remind many of the juicy couture velour track suits back in the day was seen many a few times in different outfits.

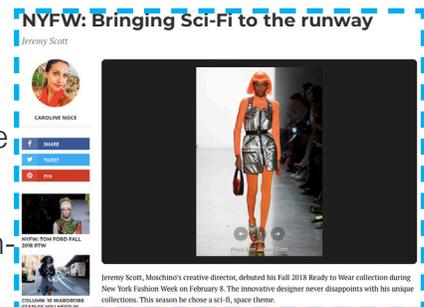
Conclusion

Jeremy's fall 2018 runway arrived with the "Fifth Element" theme. They also made a comeback with moon boots and fuzzy patches.



Since Instagram is Jeremy Scott's platform with the most Instagram followers (1.7million), he uses this tool so he can promote his new collection that will be present at New York fashion week. Pictures with celebrities like Cardi b, Gigi Hadid and other famous models were published on his social media. Back stage pictures were posted online to give a sneak peak into the new collection. Jeremy Scott's winter

2018 collection paired up with Cardi b and Bruno mars in their music video, finesse. This music video caught a lot of attention to the audience. In conclusion, Jeremy Scott uses many social media platforms to show his new collection to the world. His personal Instagram was the main platform for up to date highlights as well as quick news about the event. In our opinion, he should of marketed the fashion show more instead of his makeup collaboration with MAC cosmetics. Similarly to his Instagram, the Facebook page was also good for the same reasons but as a whole, he should of posted as much as his other platform. On another hand, his brand account, @jeremyscott, needs a lot more content and a better marketing strategies since it should be the reference for viewers. His 2018 NYFW show was similar to the one he did in September 2017 but replaced the use of many patterns such as camo, with different materials as well as vibrant colours. As well as the fit of the outfits themselves with the cropped tops matched with a different long sleeve top underneath.



**Jeremy Scott
Spring/Summer
18 RTW**



**Jeremy Scott
Fall/Winter 18
RTW**