



Sneak peak from New York Fashion Week

Rag and Bone is one of the many Brands featuring in the 2017 S/S New York Fashion week. The show is held in February and September of each year, it is a semi-annual series of events lasting 7-9 days when international fashion collections are shown to buyers, the press and the general public. This year however Rag & Bone's chief executive and designer Marcus Wainwright has declared the fashion show dead. This season, instead of walking out his latest collections onto a runway, he asked friends of the brand to pose in Rag & Bone for a series of Polaroids and portraits shot by collaborators Glen Luchford and Frank Lebon.

Rag and Bone originates in New York in 2002, and has instantaneously distinguished itself by combining British heritage with directional, modern design. Today, the brand has become synonymous with innately wearable clothing that innovatively melds classic tailoring with an edgy yet understated New York aesthetic.

Inspired by a desire to create beautifully constructed clothes, rag & bone prides itself in the time-honored techniques of supremely skilled, local manufacturers at some of the oldest factories in the country. The importance of quality, expert craftsmanship and attention to detail resonated deeply, informing the brand's core philosophy.

With signature clean silhouettes, downtown responsiveness and an inherent honesty, rag & bone continuously redefines and represents urban style.



rag & bone
NEW YORK



Target Audience . .

Demographic variables

male and female, ages 20-35, gen Y and X, Dinky's, yuppies, and Heidi's. They are working in urban city areas in media or fashion industries, well educated, possibly used to being in depts from university and is likely to spend on clothing and experiences rather than saving for a mortgage. they are either starting out careers and of a relatively low income but still wishes to purchase statement clothing from luxury brands OR already has a high income and larger propensity to spend.

psychographic variables: enjoys a busy life style balancing work with other social endeavors such as going out to gigs, out to dinner and parties, they work hard but one day aspires to have more time to appreciate less materialistic things. They are comfortable with themselves, however needs a couple of clothing pieces which denote class and style, finds value in well made clothing which is one trend but will go with lots of looks. Mixes high street with premium brands, may purchase online to save time. They have an interest and are aware of fashion however aren't dedicated. They are independent and laid-back.

Geographic variables: Reside in popular, quite busy locations, city and urban places, renting apartments, large areas which are hubs of activity with potential for lots of social outings

Visual Brand identity . . .

Rag & Bone has a very urban styled image. It is seen as a classy yet edgy type of brand. Rag & Bone has a variety of different logos which are Rag & Bone New York, Rag & Bone/JEAN, Rag & Bone Kids and Rag & Bone. The Rag & Bone uses the same font for all their logos which is the font Typewriter Elite MT. Rag & Bone uses many dark and classy colors like grey, black, white, blue, green, brown, taupe/beige, red etc. Their textures are pretty hard to identify since they vary from pattered to leather to stripes and plain types of fabrics. When it comes to men and women sizing they have XXS, XS, S, M and L for women and for XS, S, M, L, XL and XXL for men. (see annex 1)



offline communications:

Store visit. .



During the teams visit to Holt Renfrew, the Rag and bone section in particular, our experience was unlike a visit to any other store. Holt Renfrew stocks many high-end fashion and couture brands. The store is quiet, clean and peaceful. With a display of elegance and beautiful store merchandising the visit was surely world class. The staff greet you at first and show a friendly smile, however give you the space to look around and observe. The Rag and bone section on the third floor wasn't very big, and was occupied with one sales person, and other brands surrounding it however displayed a good amount of stock. the store stocked many varieties of Jean, blouses, shirts, jackets and sweaters.(see more photos in annex 2)



Rag and Bone: Holt Renfrew



Also, This spring (although we didnt see in the Montreal store) Holt Renfrew's H Project, led by Alexandra Weston, has partnered with rag & bone, the New York-based brand with a reputation for downtown cool, to create a collection of sporty totes that benefit the organization Right To Play. this brings awareness to the importance of play in a child's life. (example of visual merchandise in store below)



Offline communications . . .

Website

The Rag & Bone website showcases its brand in a very modern yet street style way on the homepage. The company uses a single model in a GIF of her in many of the different combinations of clothing that the brand has to offer. The website also shows another GIF of a fashion show that Rag & Bone had showing off a lot of the garments. The online shop is separated into two for the women's section and the men's. The homepage also has photos from the Rag & Bone Instagram at the bottom of the site which allows visitors to be able to keep up with what the company is doing regularly straight from the website. (see annex 3 & 4)

Social media platforms

 Rag and bones Instagram projects a very "cold" image to the brand. Their pictures are mostly composed of black and white photoshoots. Also, they have various pictures of city streets and everyday pictures so that the consumers can relate more and feel closer to the brand. They have two pictures to promote New York Fashion Week 2017. When it comes to branding elements, their logo is always the same; plain and simple which fits in well with the overall of their social media platforms. The colours are always simple and dark mostly black and white used. The typography is a long elegant writing usually written in black with a white background or the other way around.

 Rag and bone is active on Twitter. On this platform they promote New York Fashion Week a lot by posting pictures of the upcoming event or retweeting from the official site of the New York Fashion Week.

 Rag and bones Facebook page projects the same image as their Instagram page, but, they promote events a lot more. They post a lot of pictures related to the New York Fashion Week. They are also a lot more active on Facebook.

Webside 2.1 online communications . . .

Rag & Bone used many interesting strategies to promote the launch of their new collection. They used American actress Haley Bennett on their homepage to promote their collection by making a YouTube video with her wearing their new collection. Further down the homepage we also see that they made a GIF of models walking down the runway with the new collection with the caption "view the latest collection". On their Instagram they posted over 15 pictures of models wearing pieces of their collection hashtagging #NYFW and captioning "now available in stores and online". Rag & Bone promoted their new collection on twitter by tweeting "new arrivals now" "Introducing @TheHBennett for the rag & bone Photo Project" and "pre-order the SS17 Ellis Boot in red now at rag-bone.com. Another interesting and smart strategy they used to promote the launch was doing a Photo Project with actress Haley Bennett which was photographed by Glen Luchford and choreographed by Stephen Galloway.

Social media platforms: (see annex 6)

leading up to fashion week, Rag and Bone's social media team used strategies such as promoting the latest collections daily on their platforms by featuring the models standing in front of the professional photos of themselves. The posts throughout the platforms were a black and white cool toned theme. the promotion is not excessive however it is subtle with an edgy vibe.

Public relations strategies . . .

What Rag & Bone's fashion presentation was one that was unorthodox in the fashion industry especially during New York Fashion Week. Instead of having a runway show Rag & Bone actually instead rented out two photo studio and showed its collection in tons of photographs. The company used many different celebrities in the photos, for example: Jerry Seinfeld, Mark Hamill, Kate Moss, and Winona Ryder, and many more. Creative director Marcus Wainwright decided he did not want to do a runway show because

Rag & Bone's fashion presentation for New York Fashion Week was very unusual. They didn't have a public runway show like all the other brands, instead they had a private photoshoot with a couple of celebrities. It wasn't traditional at all. Their goal was to send out a political message because of the situation going on in the United States and it worked, they managed to get a lot of media attention.



Media coverage . .

The event received many press review comments on how the models on the runway looked very effortless and how the clothing in the show was sporty / athletic and “college like”. The press reviews also said that the pops of colors in the show were very on-trend for the season.(see annex 7)

The overall promotional efforts completed by the brand’s communications team to promote the launch of their new collection was a consistent effort of social media posts, the same on each platform showcasing new clothing and styles leading up to New York Fashion week. The posts were edgy with mostly black and white filters, very plain and simple. The team did not use excessive amounts of advertising for the show however leading up to the 9th of February two posts were made to promote the show. A video was also posted on the 4th of February talking about the beginning of the brand and leading up to their authenticity. Wainwright says “Rag and Bone standing for something more than fashion, craftsmanship and authenticity is the most important thing you can put in fashion”. The show itself was a contemporary twist which Marcus Wainwright, the chief executive and creative director converted their studio for two days into two make-shift photo studios to shoot 74 portraits, with all of the chaos and confusion that entailed. Mr. Wainwright thought of the project as a celebration of individuality, having soured slightly on the traditional fashion show. it is suffice to say, the fashion elite have become more venturous outside of their areas of comfort. they have begun to stray from the big top tents of wherever Fashion Week is held now in favor of leveraging more interesting locations across New York City. Rag and Bone’s team successfully created their own unique vibe showcasing their collection in a way like never before.

