



# KME Inc.

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By: Kayla Anderson, Melanie Robinson and Eileen Eche

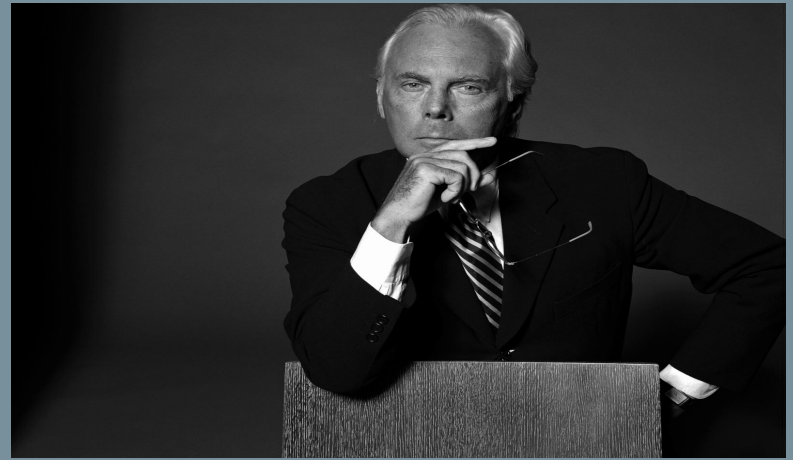
# All of our looks...

- Selling Season: Spring
- Haute Couture
- Sizes range from 0 to 16
- Delivery Date: December 15, 2019



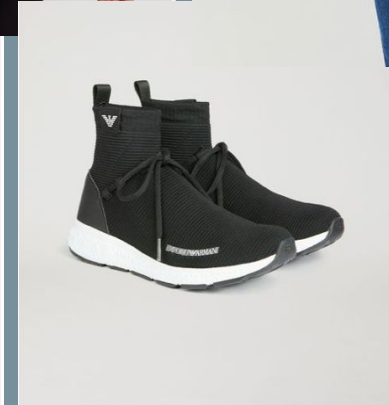
# Giorgio Armani

- Born: July 11th, 1934
- Where: Piacenza, Italy
- Net Worth: 8 billion USD
- College: University of Piacenza
- Launched his business empire in mid-1970s
- Developed an interest in anatomy an early age, making dolls out of mud and coffee beans
- Was in the military, before he started his career as an Italian fashion designer
- In 2005 he developed his first haute couture line
- In 2010 he opened his first hotel in Dubai
- “By the end of the 1990s, Armani had over 200 stores worldwide and annual sales of roughly \$2 billion”
- “Today, Armani’s brand can be found in major department stores around the world along with 500 exclusive retail stores”



# Armani Outfit #1

- Top: Remix T-shirt with Maxi Logo
  - Price: \$225
  - Size: 0, 2, 4, 6, 8, 10, 12
  - Color: Black
- Bottom: J28 Super Skinny Ripped Stonewash Denim Jeans
  - Price: \$172
  - Size: 24, 25, 26, 28, 30
  - Color: Denim
- Jacket: Blouson
  - Price: \$ 625
  - Size: 0, 2, 4, 6, 8, 10
  - Colors: Grey, Light Green
- Shoes: Sock Liner Sneakers
  - Price: \$325
  - Size: 4.5, 5.5, 6, 6.5, 7, 10, 11.5
  - Color: Black



# Armani Outfit #2

- Dress
  - Price: \$495
  - Size: 2, 4, 6, 8
  - Color: Black
- Shoes: Half Boot in Suede Leather with Pleated heel
  - Price: \$1,095
  - Size: 6, 8, 9, 10, 11, 12
  - Color: Black
- Accessories: - Backpack
  - Price: \$275
  - Size: One Size Fits All
  - Color: Black
- Avant Garde Metal Sunglasses with Graduated Lenses
  - Price: \$190
  - Size: One Size Fits All
  - Color: Silver



# Armani Outfit #3

- Top: Shirt
  - Price: \$295
  - Size: 0, 2, 4, 6, 8, 10
  - Color: Denim
- Bottom: Classic Pants
  - Price: \$445
  - Size: 0, 2, 4, 6, 8, 10, 12, 14
  - Colors: Navy Blue, Black, Silk White
- Shoes: Sock Sneakers with laces
  - Price: \$162
  - Size: 4.5, 5.5, 6, 6.5, 7, 10, 11.5
  - Color: White



# Armani Outfit #4

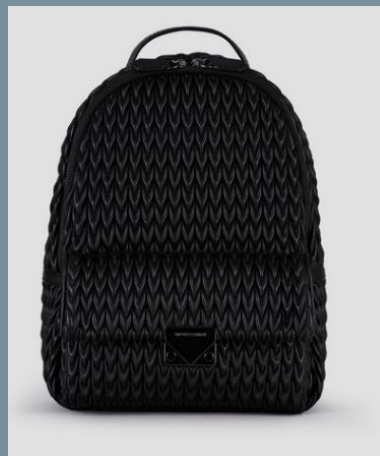
- Top: Poplin Shirt with Maxi Collar and Foliage Embroidery
  - Price: \$275
  - Size: 2, 4, 6, 8, 10
  - Color: Azure
- Bottom: Cropped Pants in Textured Fabric
  - Price: \$545
  - Size: 0, 2, 4, 6, 8, 10, 12
  - Color: Black
- Shoes: Patent Leather Ballet Flats
  - Price: \$247
  - Size: 5.5, 9.5
  - Color: Black





# Armani Outfit #5

- Top: Silk Bomber with Abstract Floral Pattern
  - Prize: \$1377
  - Size: 4, 6, 8, 10
  - Color: Blue
- Bottom: Slim-fit Cupro Trousers with Abstract Floral Pattern
  - Price: \$1317
  - Size: 0, 4, 6, 8
  - Color: Blue
- Shoes: Leather Sneakers with Giorgio Armani Signature and Chevron Velvet Details
  - Price: \$695
  - Size: 5, 8, 9
  - Colors: Avio, Pink
- Accessories: Quilted Faux Nappa Backpack with Drop Pattern
  - Price: \$545
  - Size: One Size Fits All
  - Colors: Black, Silver





# Yves Saint Laurent

- Yves Henri Donat Mathieu-Saint-Laurent was born August 1, 1936 in Oran, Alegria.
- He founded YSL in 1961.
- As a teen, he left for Paris to work for designer Christian Dior as time went he gained recognition for his dress designs.
- By 1966 he launched his own fashion labels, his womans tuxedos crafted his fame.
- He became the first designer to have a retrospective on his work at the Metropolitan Museum in New York City.
- He retired on January 2002 in Marrakech.
- Then 6 years after he passed away due to brain cancer.



# YSL Outfit #1

**LOULOU TOY BAG  
IN MATELASSÉ "Y"  
LEATHER**



Retail Price: \$1,190 Color:  
Lipstick red, Dark Green,  
Pale Blush, Powder

**BODYSUIT WITH A LOW  
PLUNGING NECKLINE IN  
BLACK STRETCH FLORAL  
LACE**



Retail Price: \$1,690  
Size: YSL 34-38 (US:6-10)  
Color: Black

**MOTORCYCLE JACKET  
IN PLUNGED  
LAMBSKIN**



Retail Price: \$4,990  
Size: YSL 34-42 (US: 2-10)  
Color: Black

**SLIM JEANS IN RAW EDGE  
DENIM WITH BANDANA  
DETAILING**



Retail Price: \$890  
Size: YSL 26-30  
Color: 90's Light Dirty  
Blue

**OPYUM ANKLE  
BOOT IN LEATHER  
WITH BLACK HEEL**



Retail Price: \$1,695  
Size: YSL 34-40 (US:  
4-7.5)  
Color: Black

# YSL Outfit #2

**DESTROYED DENIM  
HOODIE**



Retail Price: \$990  
Sizes: YSL XS & S  
Colors: Dirty Sunrise Blue  
& Black

**MID-RISE SKINNY JEANS IN  
BLACK STRETCH DENIM**



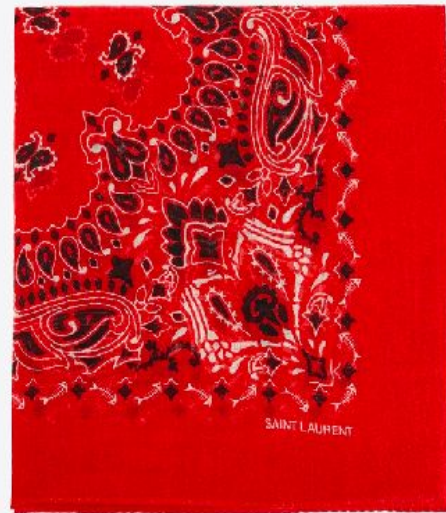
Retail Price: \$650  
Sizes: YSL 25-28, 30  
Colors: Used Black & Faded  
Blue Denim

**ANDY SNEAKER IN LEATHER**



Retail Price: \$625  
Sizes: YSL 35-38 (U.S. 5-8)  
Colors: Optic White &  
Black

**SQUARE SCARF IN WOOL  
ETAMINE WITH SKULL AND  
HEART PRINT**



Retail Price: \$395  
Colors: Red, Black & White

# YSL Outfit #3

**SHIRT IN WHITE SILK  
CRÊPE**



Retail Price: \$990  
Sizes: YSL 38 & 40 (U.S. 6 & 8)  
Colors: White & Dark Pink

**SKIRT DECORATED WITH  
EMBOSSED STARS IN DIRTY  
SUNRISE BLUE DENIM**



Retail Price: \$890  
Sizes: YSL 26-31  
Colors: Dirty Sunrise Blue

**COURT CLASSIC SL/06  
LEOPARD CALIFORNIA  
SNEAKER IN LEATHER**



Retail Price: \$695  
Sizes: YSL 35-41 (U.S. 5-11)  
Colors: Optic White

**MONOGRAMME SL M29**



Retail Price: \$395  
Colors: Bright Black & Black

# YSL Outfit #4

**RUFFLED BLOUSE IN  
FAILLE**



Retail Price: \$1,390  
Sizes: YSL 34-38 (U.S. 2-6)  
Colors: Black & White

**PYTHON SHORTS**



Retail Price: \$4,390  
Sizes: YSL 4  
Colors: Brown

**BELT WITH OVAL BUCKLE  
IN SMOOTH LEATHER**



Retail Price: \$375  
Sizes: YSL 70-85, 95 (U.S. 28-34,  
38 in.)  
Colors: Black & Toffee

**MINI TASSEL  
NECKLACE IN SILVER  
BRASS**



Retail Price: \$495  
Colors: Gun Metal &  
Gold

**MICA SUEDE  
BOOTS**



Retail Price: \$1,695  
Sizes: 35-41(US:  
5-11)  
Colors: Black

# YSL Outfit #5

**"SAINT LAURENT  
ANIMAL PRINT"  
T-SHIRT**



Retail Price: E 275  
Size: YSL XS-XL  
Color: White, Black

**SKIRT IN WHITE  
STONEWASHED DENIM**



Retail Price: E 390  
Size: YSL 25-29  
Color: White  
Stonewash

**LOU BELT BAG IN  
MATELASSÉ LEATHER**



Retail Price: E 650  
Color: Freesia, Ivory,  
Black, Midnight  
blue, Dark Legion  
Red

**ANDY SNEAKERS IN  
LEATHER PAINTED WITH  
PINEAPPLES**



Retail Price: E 1,110  
Size: YSL 36-39.5  
(UK-3-6.5)  
Color: OPTIC  
WHITE

**BOLD SL 1**

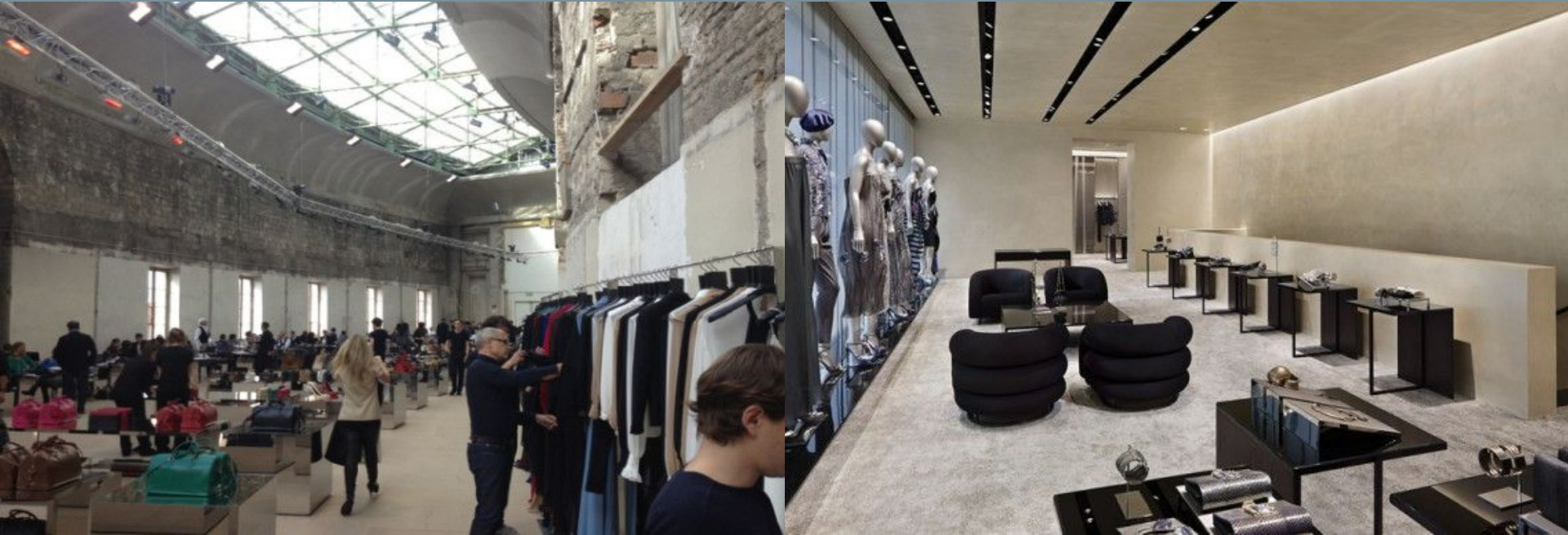


Retail Price: E 230  
Description: Saint  
Laurent Signature  
Engraved Temples  
Compatible with  
prescription lenses



# Showroom Appointments

- Armani Appointment: August 14, 2019 @ 3 pm
- Saint Laurent Appointment: August 21, 2019 @ 5 pm



# Travel Arrangements

- Departure from Boston: August 12, 2019 at 9:50 pm
- Arrival in Milan: August 13, 2019 at 2:15 pm
- Milan, Italy, Armani Hotel (Via Alessandro Manzoni, 31, 20121 Milano MI, Italy)
- Departure from Milan: August 20, 2019 at 1:20 pm
- Arrival in Paris: August 20, 2019 at 2:50 pm
- Paris, France, Michelet Odéon (6 place de l'Odéon, 75006, Paris, France)
- Departure from Paris: August 25, 2019 at 6:20 pm
- Arrival in Boston: August 25, 2019 at 8:00 pm

# Necessities For Travel

1. Passport
2. International Chargers/Adapters
3. Cell Phone & Laptop
4. 454 Retail Calendar
5. Size Chart
6. Euros (Bought in the U.S.)
7. International Charge Card
8. Camera







Paris



# Channels

## Brick & Mortar Store

- a. Tops: 500
- b. Bottoms: 350
- c. Shoes: 150
- d. Accessories: 250

## Online

- a. Tops: 800
- b. Outerwear: 700
- c. Bottoms: 800
- d. Shoes: 500
- e. Accessories
  - i. Hats: 450
  - ii. Sunglasses: 450
  - iii. Jewelry: 450
- f. Bags: 500

## Outlet Store

- a. Tops: 300
- b. Shoes: 200
- c. Accessories: 450
- d. Bags: 250



# Target Customer

- Women
- Age: 20s-30s
- Educated
- Higher income
- Fashion Forward





# Promotional Events

## In-Store

- VIP Runway Show/Brunch
- Showcasing new spring collection
- Hosted on September 6th
- Brunch will be served between 10:00am-12:00pm
- Exclusive for buying managers, and loyal customers

## Social Media

- Sponsored ads on Instagram and Twitter
- Repost our flyer on your social media platform
- Tag 3 friends
- Be entered in a raffle to win an accessory from each collection



# Conclusion

# Works Cited

<https://www.biography.com/people/giorgio-armani-9188652>

<https://www.biography.com/people/yves-saint-laurent-9469669>

<https://www.armani.com/us/armanicom>