Alyssa Jackson

Elegant Designs

Customer Profile:

Elegant Designs is a collection that specializes in formal gowns. The target market for Elegant Designs are females age 16-22 looking to purchase a formal gown for any occasion, but especially prom. The consumer that purchases a gown in this collection wants a dress that is one of a kind. The dresses in the Elegant Designs collection will guarantee satisfaction.

Customer: Females age 16-22

Season: Spring/Summer

Pretty N' Pink is a line that targets young women looking to have that once in a lifetime experience in a dress. These dresses are trendy, sophisticated, and have a hint of sex appeal to them.

The target market for Elegant Designs currently shops at local boutiques and bridal stores. This consumer resides in the suburban area and is interested in high end fashion. She is willing to splurge in price when it comes to purchasing a gown in this collection, especially a gown of Elegant Designs.

Fabrics

- Silk
- Chiffon
- Tulle
- Satin

The dresses of Elegant Designs have excellent drapeability that causes the materials to skim the body smoothly. These gowns are made in a way that accommodates various body shapes and sizes.

The Elegant Designs collection will be made up of fun and bright colors that are inspired by spring, summer, and the beach.