

MUGGLER

CSFRST 3470 Ashley Cavadas Skill Excercise 1





Brand Personality:

Otherworldly Sexy

Futuristic

Powerful Bold



“Neo-couture and sportswear 3.0”



MUGLER

GENTLE MONSTER

“every kind of woman, every body shape, and every age”



Target Market:

- ★ Fashion-forward luxury consumers
- ★ Early adopters to trends
- ★ Women ages 18-35 years old
- ★ Mainly millennial and gen-z
- ★ Strong empowered femininity
- ★ Disposable income
- ★ Confident, daring, and innovative
- ★ Often worn by celebrities





Characteristics:

“Recognizable shape “

Form-fitting garments

Space designs

Strong, exaggerated, and sharp silhouettes

Leather and metallic fabrics with mixed textures

Shapes the body with cutouts and corsets

Signature shape is the star (perfume bottle, and on Thierry Mugler’s coffin)





Mugler

Colors

FALL 2024 READY-TO-WEAR

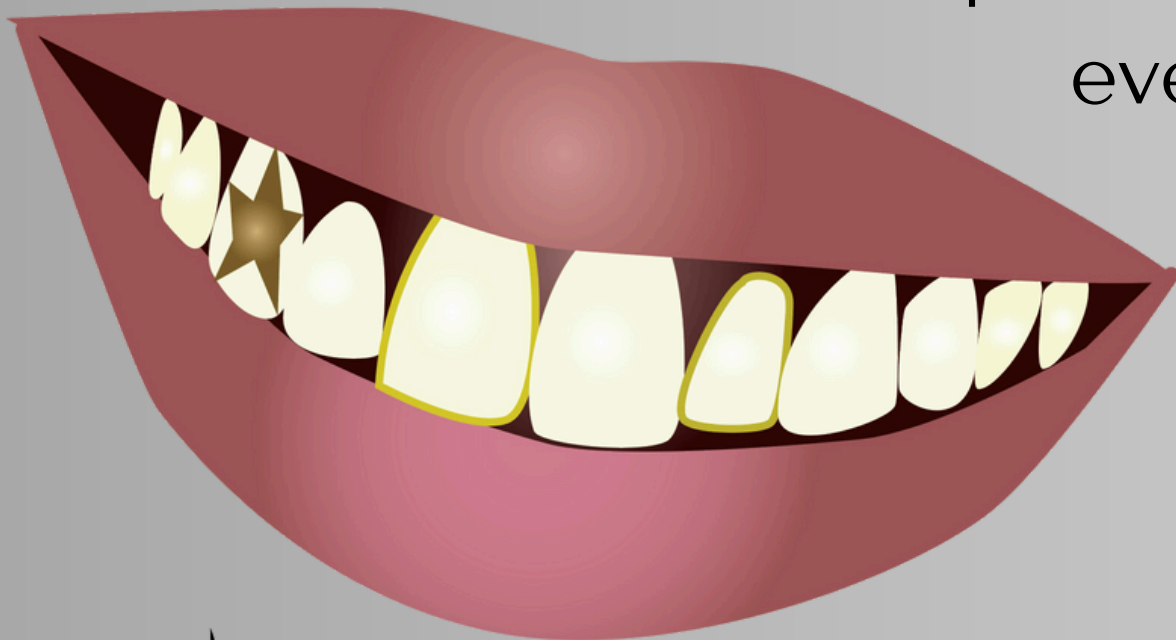
A graphic featuring five stars arranged in two rows. The top row contains three stars: dark red, black, and dark blue. The bottom row contains two stars: yellow and red.



Womens:
 jackets & coats
 dresses & catsuits
 bodysuits & leggings
 tops
 knitwear
 trousers
 skirts & shorts
 denim
 shoes
 bags
 jewelry
 fragrance
 they have a mens line but
 focus is on women

Brand Extension

Mugler's accessory brand extension is grills or teeth jewelry. The focus of this extension is on the iconic mugler star. The main part of the grill is a star on one of the teeth. Mugler should make these grills because they are daring and bold. The star continues the brand's superstitious symbol and beautifully adds brand recognition to this piece. This extension will appeal to the brand's target customer because the Mugler women loves to add flare to her look, and will put the star of Mugler everywhere even her teeth!



Designs

