



OSTENTATIOUS LUXURY



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Mallor, Kelsey Caner, and Ashley
Cavadas



MEANING OF OSTENTATIOUS:

ostentatious

adjective • disapproving

US  /,ɑ:.stən'teɪ.ʃəs/ UK  /,ɒs.ten'teɪ.ʃəs/

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too obviously showing your money, possessions, or power, in an attempt to make other people notice and admire you:

BALMAIN'S BRAND



History

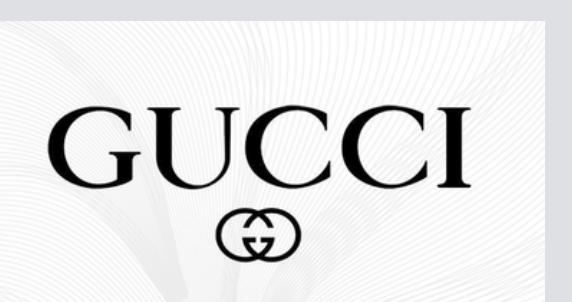
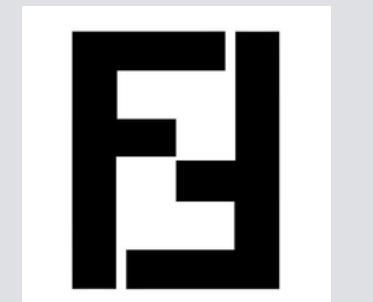
Balmain is a luxury French fashion house that was founded in 1945 by Pierre Balmain in Paris.

- Primary flagships in Rue Saint-Honoré in Paris.
- Pierre had a boldly feminine and opulent signature style
- Presented an extreme contrast to the utilitarian looks of the time period.
- Focused on intensely embroidered fabrics, nipped-in waists, and fuller skirts.
- Balmain transformed the Parisian fashion house into an all-time favorite of European and Hollywood royalty

Quick facts

- Headquarters: Paris, France
- Operate over 336 stores worldwide
- Current CEO: Jean-Jacques Guevel
- Balmain along with Balenciaga, Dior, and Fath revitalized Paris couture after the German Occupation

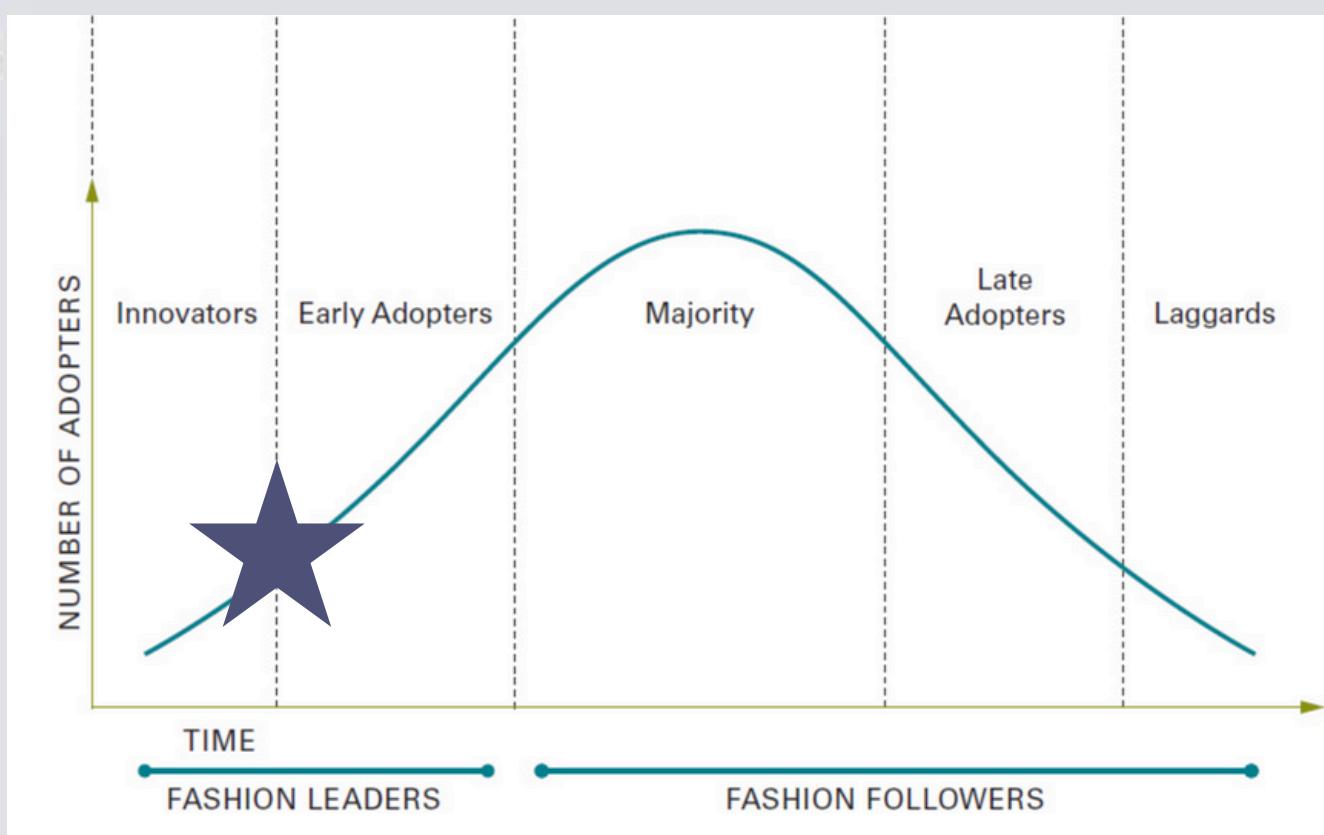
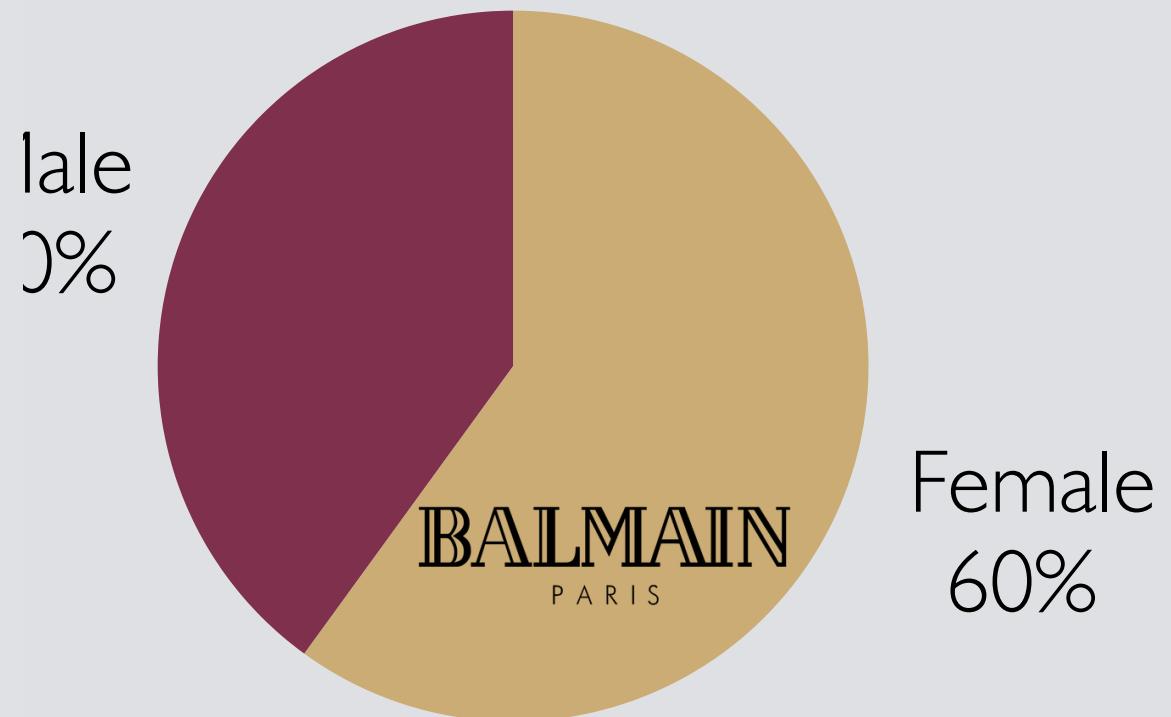
Biggest competitors



TARGET CUSTOMER



Age range 23-35 years



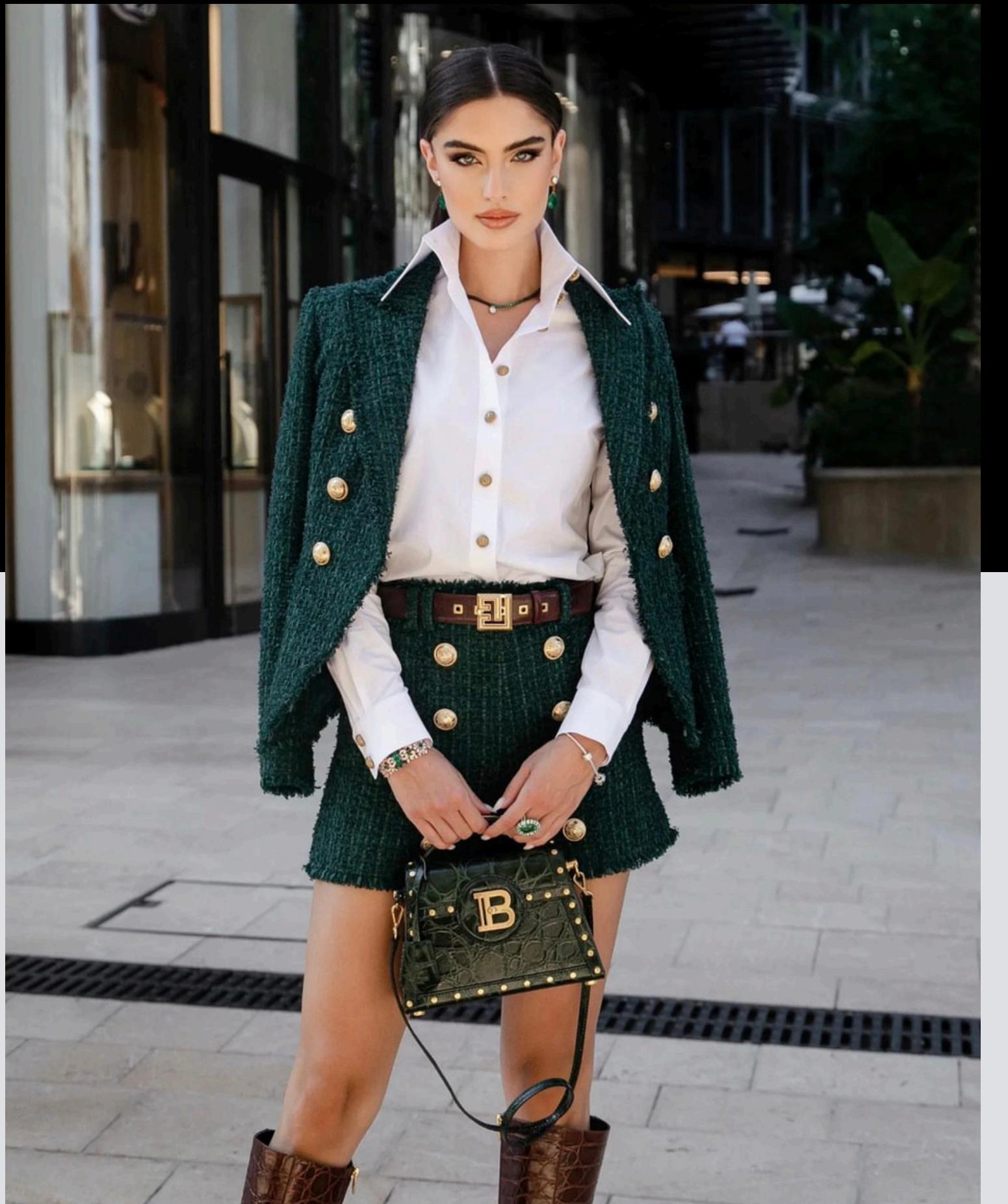
Characteristics:

- 60 percent women
- 40 percent men
- Affluent consumer
 - High disposable income
- Quality > quantity
- Trendsetters
- Consumes luxury goods
- Bold, elegant, and stylish

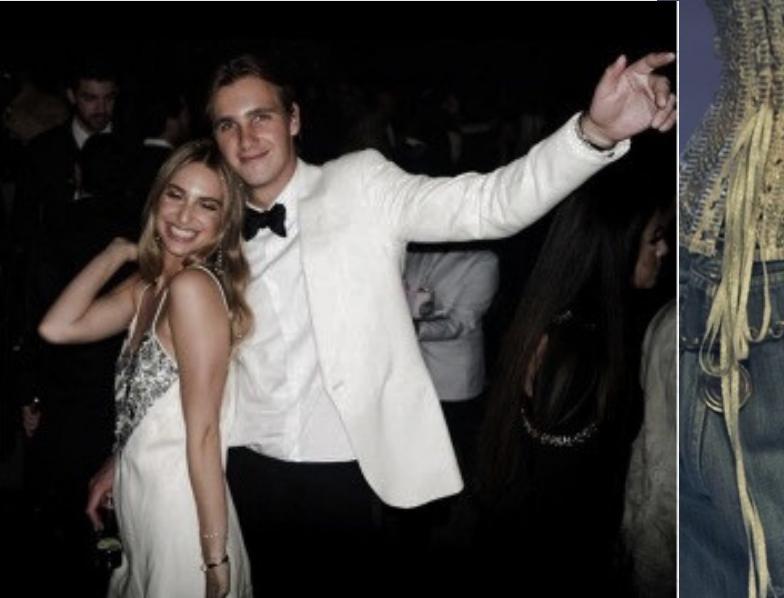


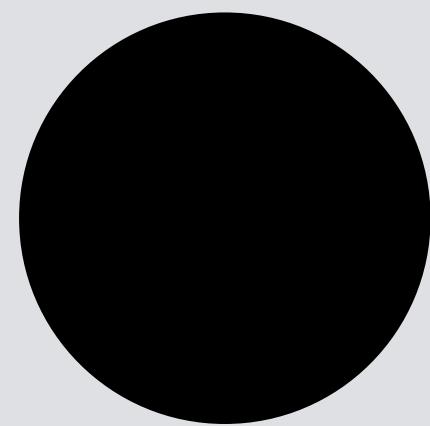
MEET OUR TARGET CUSTOMER: VIVIENNE

Vivienne is a 27 year old who lives in the upper East side of Manhattan. She was raised in Manhattan by a wealthy family where her mother is a small designer and her father works on Wall Street as an investment banker. She recently graduated from Columbia University with a degree in journalism and has her own fashion blog that she posts on daily. While she also writes articles for Vogue and posts blogs for them. She enjoys night life and isn't afraid to stand out in a crowd. She often spends her weekends out with friends or coworkers going to nice dinners, Red carpets, fashion shows, after parties, and fancy clubs. She likes to find staple pieces for her closet that stray away from anything basic and boring. Vivienne uses her style as a form of communication and a way to make every day feel like a celebration.

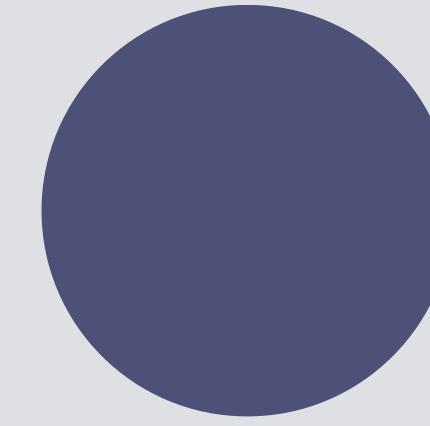


Mood Board

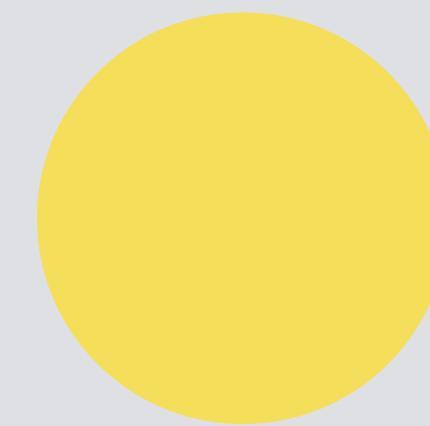




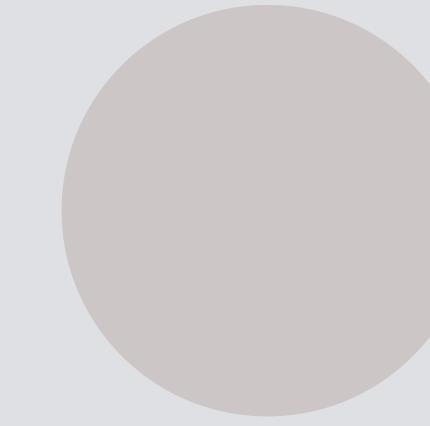
HISTORY:
ROARING
20S/ART
DECO



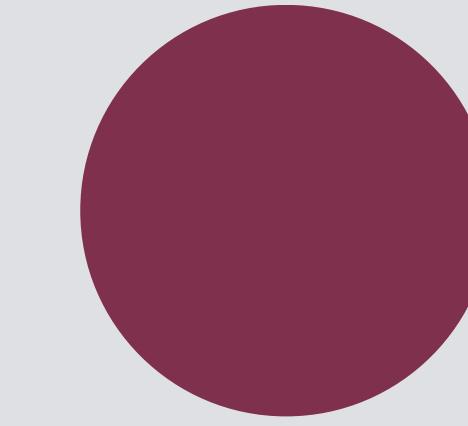
CULTURE:
POST-COVID



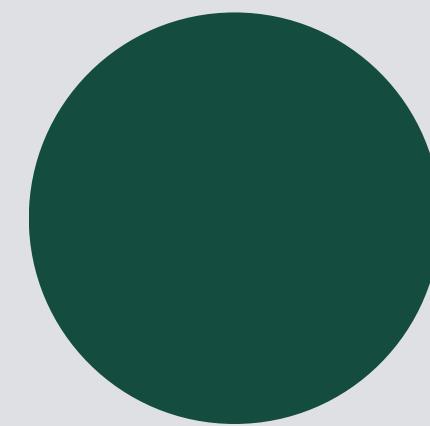
FILMS:
HUNGER
GAMES &
BRIDGERTON



TECHNOLOGY:
SPACE
EXPLORATION



RUNWAY



EVENTS:
NYE PARTY &
MET GALA
AWARD
SHOWS

PILLERS

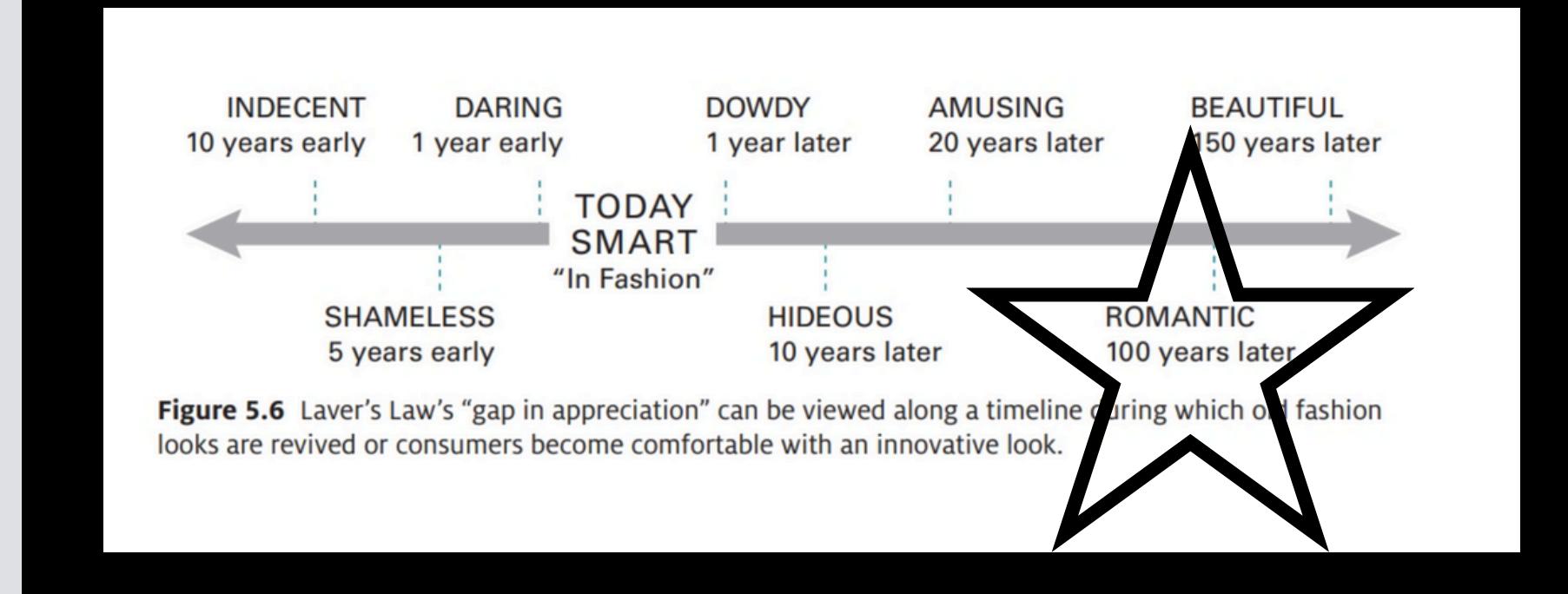
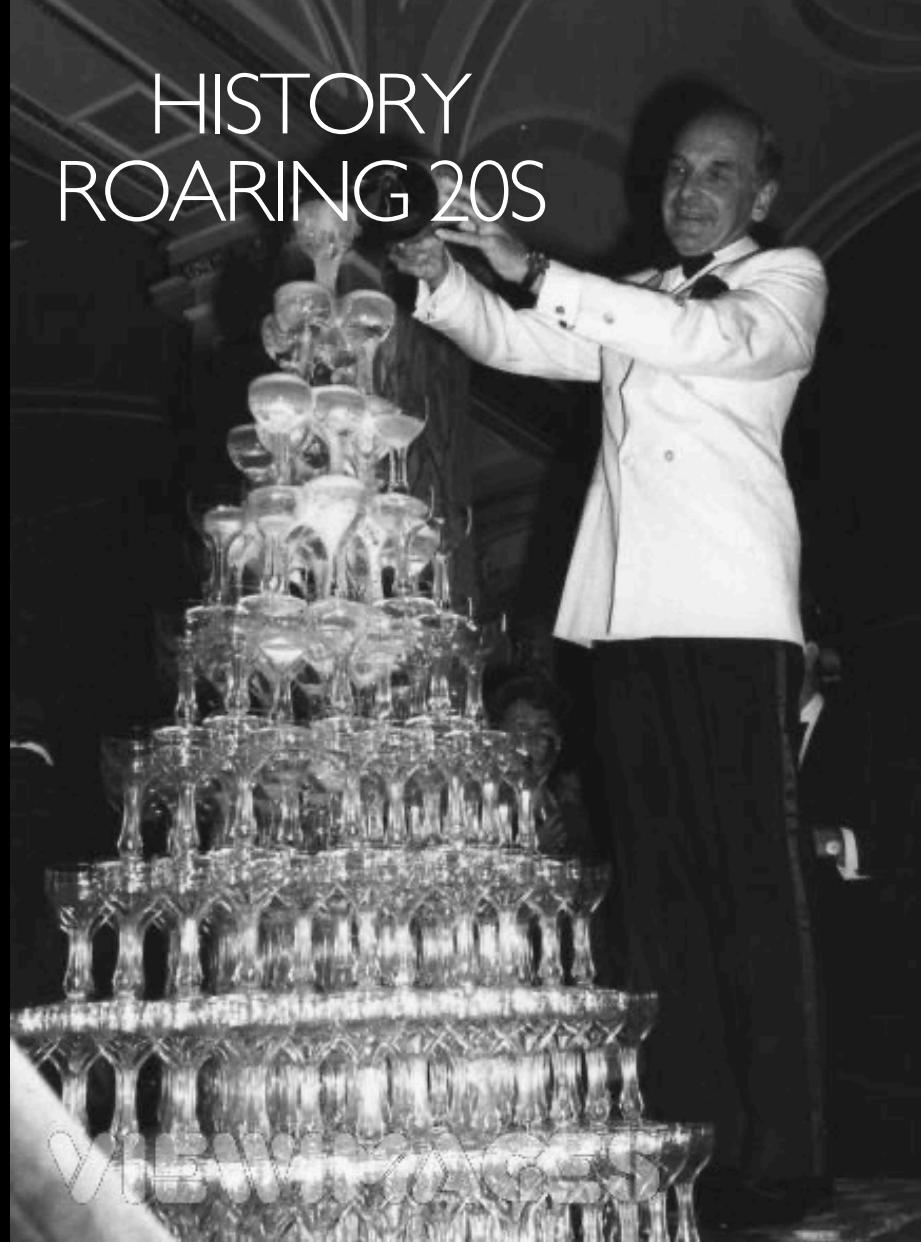
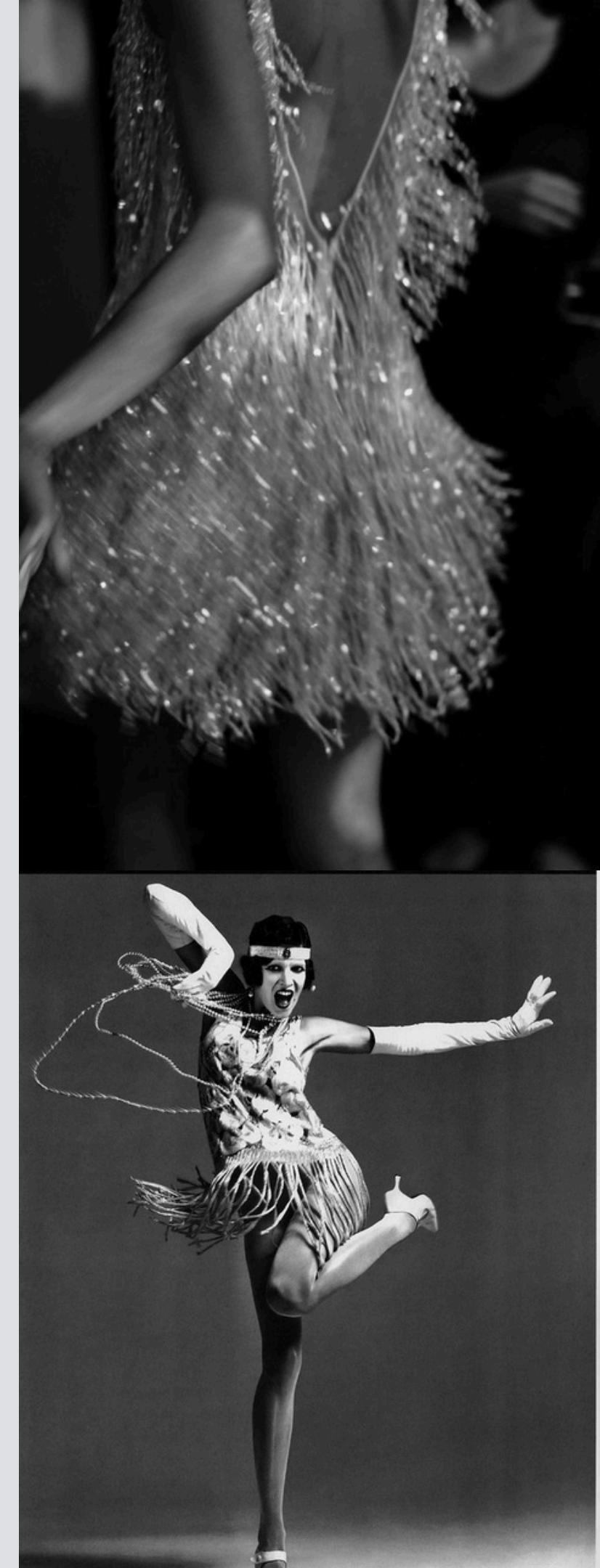


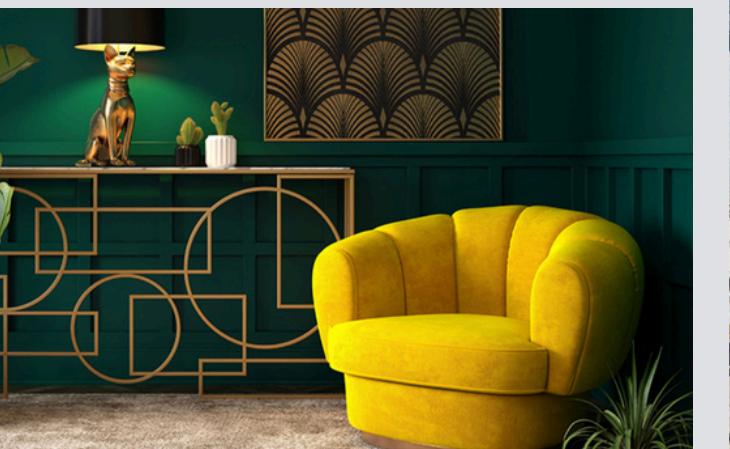
Figure 5.6 Laver's Law's "gap in appreciation" can be viewed along a timeline during which old fashion looks are revived or consumers become comfortable with an innovative look.

- Post Spanish Flu
- Wealth on display
- Coming out of inflation
- The surging economy created an era of mass consumerism
- Flappers: young women who were known for embracing a lifestyle of sexual freedom and pushing barriers
- Prohibition brought conflict and celebration
- The Jazz Age was loud and long
- Hollywood movies
- Great Gatsby
- Cycle baggy silhouette to sharpness



ART DECO

- Art Deco is a popular design style of the 1920s and '30s characterized by sleek geometric or stylized forms.
- From Art deco, designers create mirroring silhouettes, fringe, geometric sharp shapes, and tailored suits.
- Art deco is associated with extravagance and opulence making the styles seem futuristic and modern.
- Art deco is used in sculpting, building bridges, buildings, cars, and furniture...and silhouettes in fashion.
- Translating to fashion shapes
 - Bold geometric forms, sleek and elongated figures, classical influences, modern materials, and high-quality looks.
- Bold colors including bright and deep yellows, shades of red, blues, greens and metallics.



POST COVID-19

- History repeats itself; 100 years ago Spanish Flu
- Lockdowns and restrictions during the pandemic meant people were not going to events wearing luxury fashion garments.
- Post Covid people were bored of constantly wearing sweatshirts and sweatpants and had not spent a lot of money on clothing in a while
- Consumers were ready to purchase and wear more expensive bold clothing
- The pandemic accelerated the popularity of online shopping
- Luxury brands traditionally relied on in-store shopping experiences
- Dolce and Gabanna was the first major fashion house to bring back the runway being as covid friendly as possible doing it outside



FILM: HUNGER GAMES

The Hunger Games film first aired In 2012, and the outfits Immediately took the fashion world by storm. Each outfit revealed In the movies was more unique than the last. Not only are the outfits extremely original, but they exude an expensive aura and give off a very luxurious feel. The new Hunger Games movie, The Ballad of Songbirds and Snakes released In 2023, exceeded all expectations as It enhanced and outdid some of the most amazing outfits from the past movies. As a result of this movie's hype, many past Hunger Games films' most coveted outfits are blowing up all over again In Vogue and many other fashion sites.

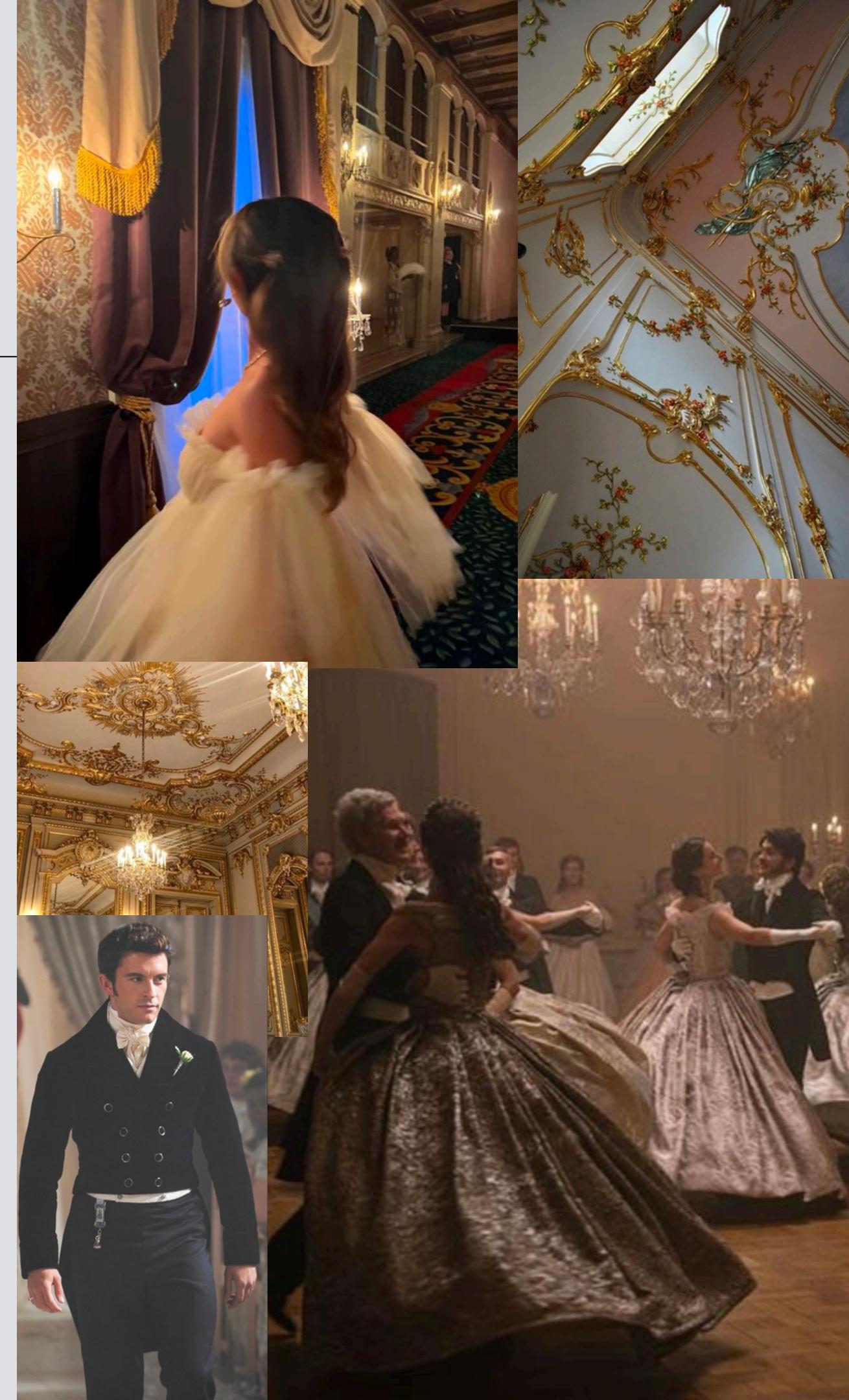
- The Hunger Games Is the perfect example of “ostentatious fashion”, as many of these iconic outfits reveal the extravagant lifestyle of those who live in the capital, as they do not even attempt to hide all of the wealth they possess. The wealth gap is so drastic between the capital and the districts, while the capital has so much disposable income and the districts do not even have the funds to pay to feed their families.



BRIDGERTON

Ostentatious luxury In the film

- Extravagant ballgowns and dashing suits
- Lavish ballrooms, gardens and estates transport you to a world of opulent wealth
- Fine Dining and Entertainment
- Importance of social status
- moms would dress their children up before the balls to show off wealth and desirability
 - like dolls on display for potential suitors and to show a higher class, similar to how celebrities dress for the met



TECHNLOGY: SPACE EXPLORATION

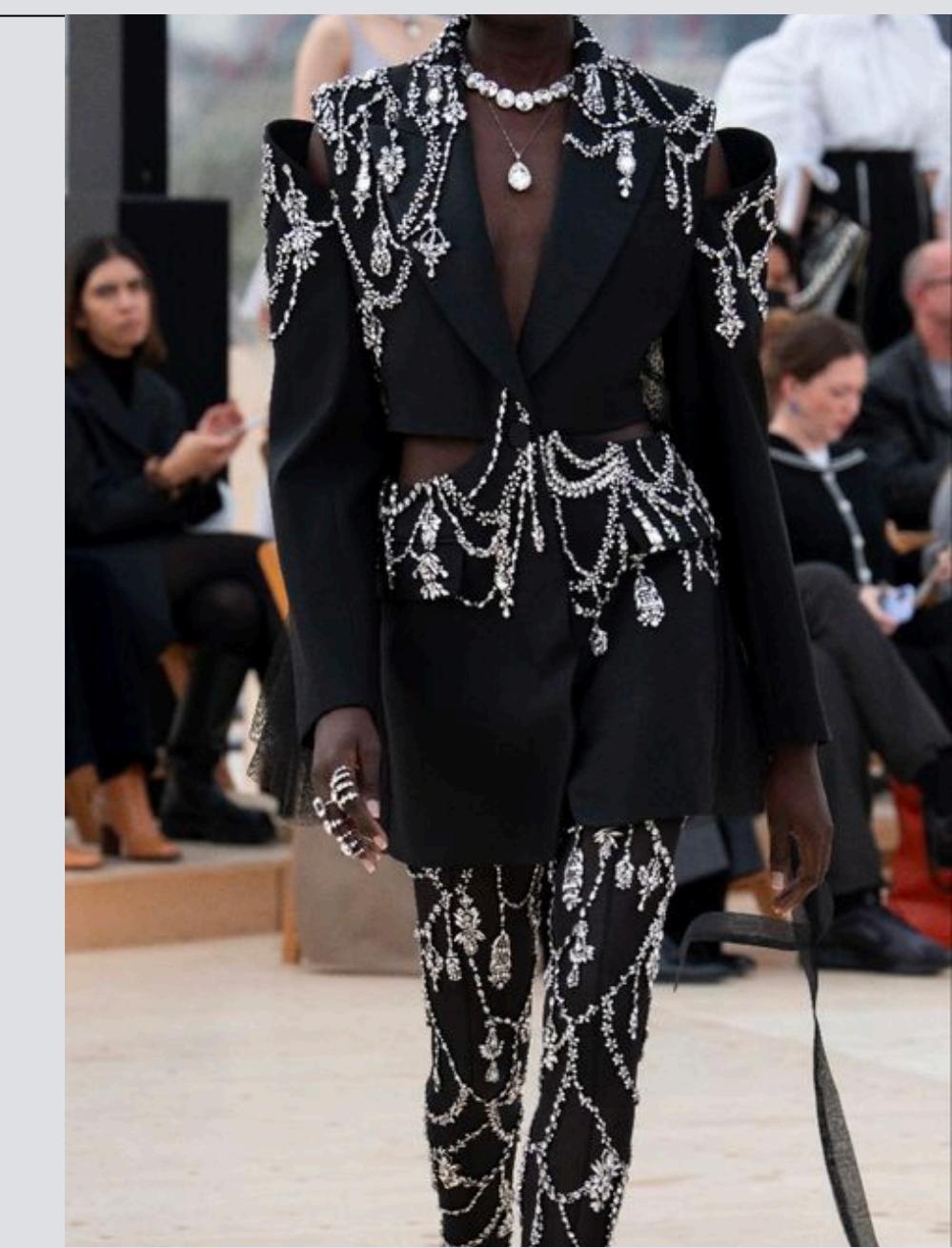
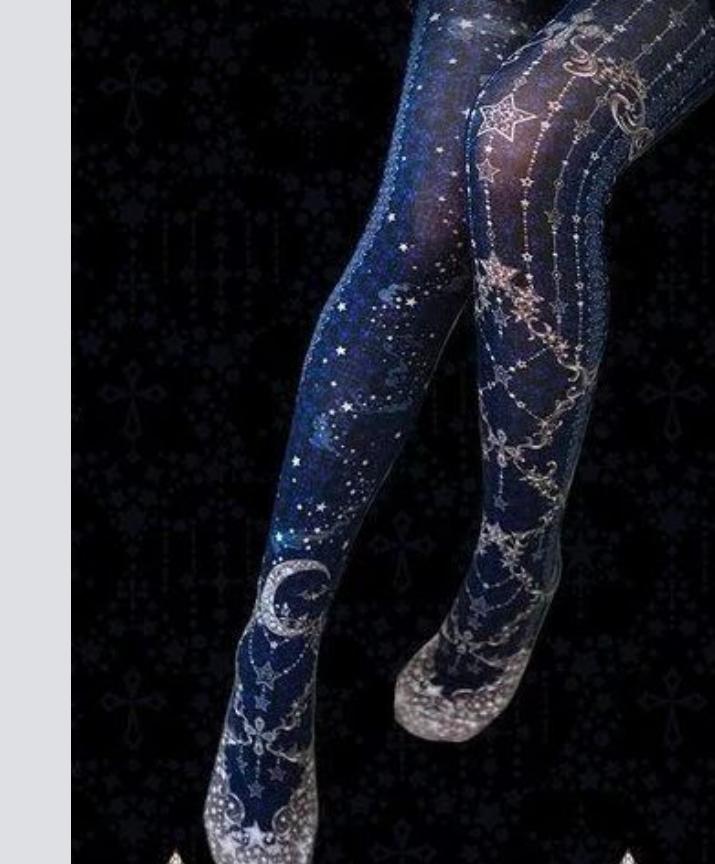
COLONIZING MARS

- Starship spacecraft mission
- Elon Musk predicts humanity will reach Mars in 2029 and a million people will populate it by 2050.
- NASA spacecraft launch In 2024
 - plan to send astronauts In 2030.



BACK TO THE MOON

- NASA is currently working on the Artemis III mission which will be humanity's first return to the moon since 1972



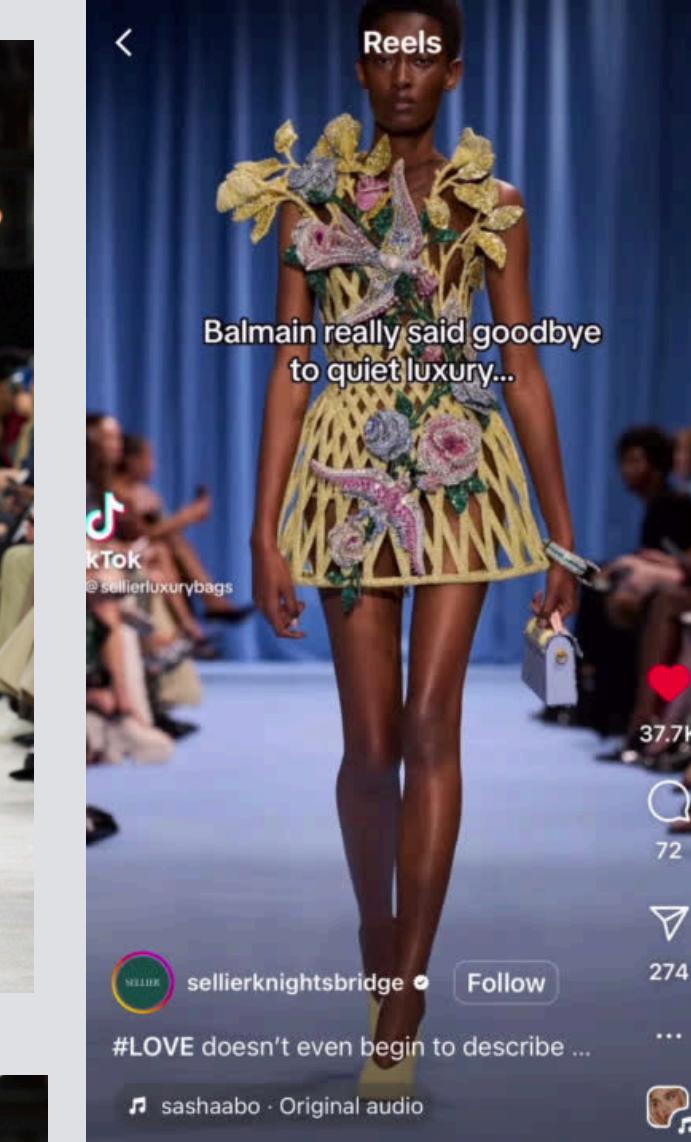
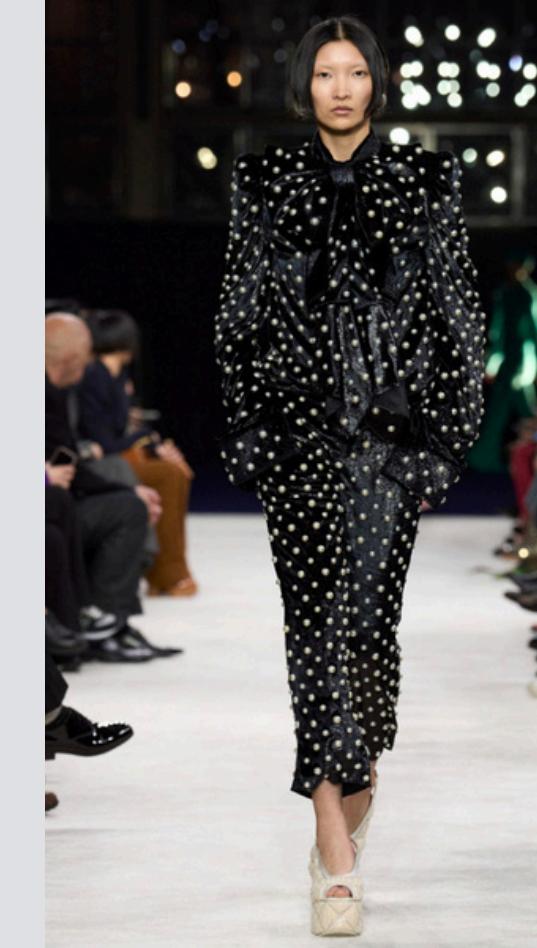
RAPIDLY GROWING

- NASA and SpaceX have hundreds of missions planned for 2024 and 2025

RUNWAY

On Runways we are seeing

- Embellishments: sequins, rhinestones, buttons, pearls.
- Art deco inspired geometric/exaggerated silhouettes
- Fabrics such as: velvet, chiffon, metallic, polka dot pattern, snakeskin pattern.
- Colors: Deep blues, variations of red-maroon/purple, yellow, darker greens, classic black and white, and metallics.





EVENTS

- Ostentatious fashions are taking over popular events such as the Grammys, the Met Gala, and New Years Eve
- Met Gala theme is Sleep Beauties Reawakening Fashions
- Miley's New Years Eve Party
- Miley Cyrus and Dolly Parton are an iconic duo that pull generations together
- The Grammy Music Award red carpet looks: theme os sequins, metals, and glamour



BEYONCE'S TOUR

- Balmain designed Beyoncé's looks for her recent Renaissance Tour
- Her looks were bold and inspired innovation and luxurious looks amongst her fans
- Her costume designs highlighted themes of empowerment and individuality



Yellow Caviar



Celestial Ice



Bordeaux Merlot



**Enchanting
Emerald**



Dusk Blue

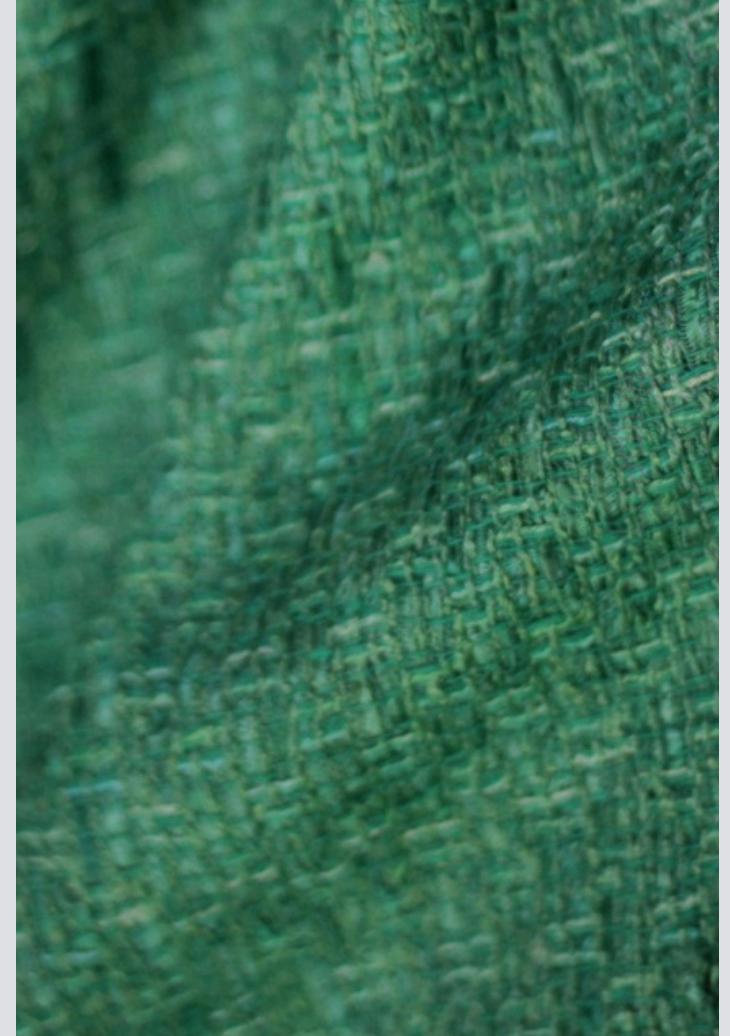
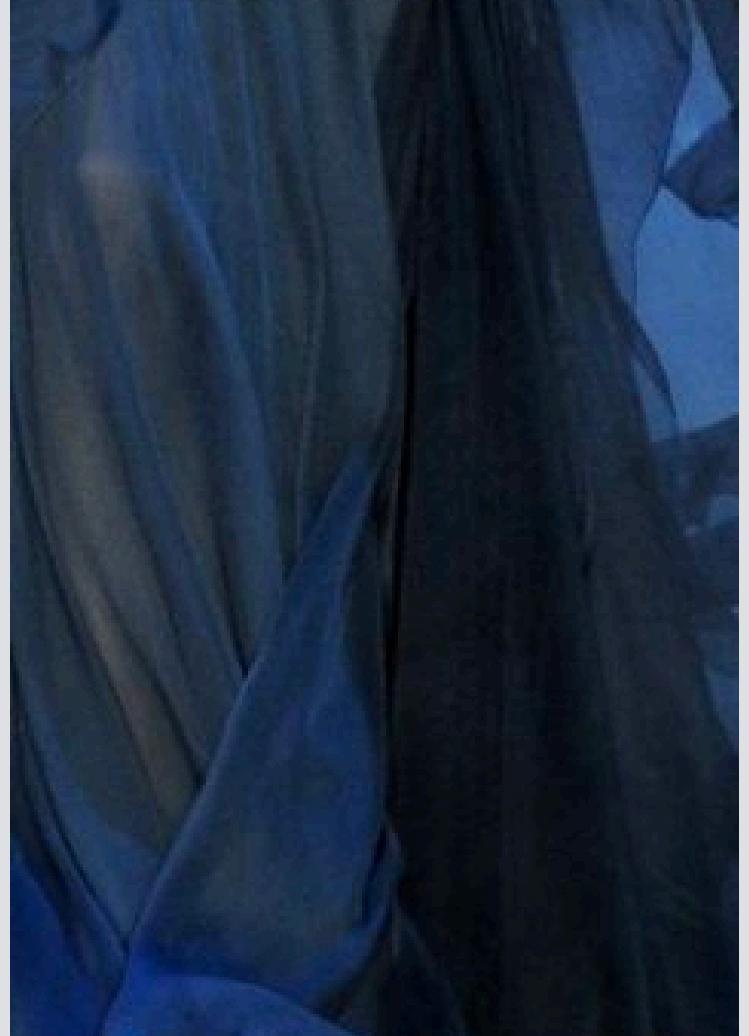


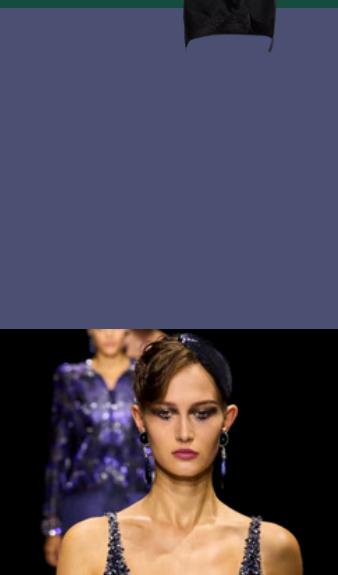
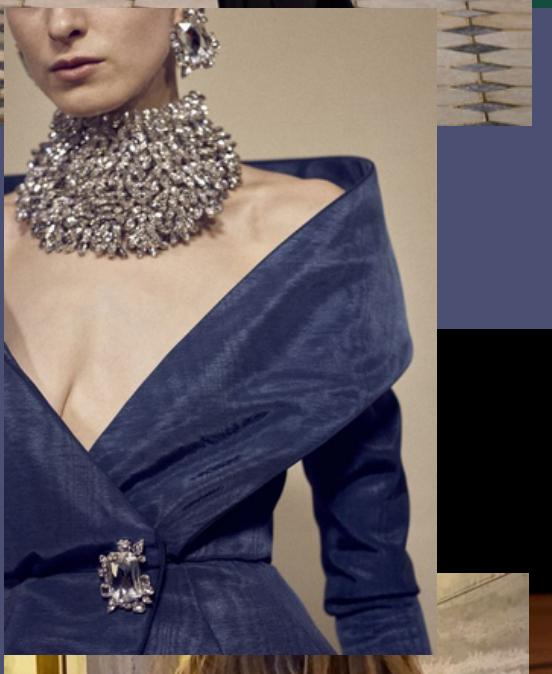
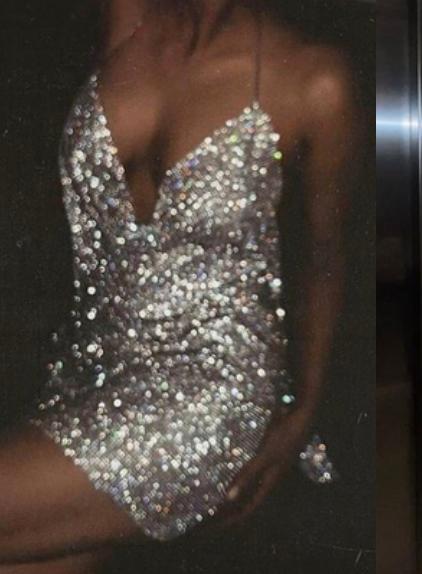
Black Onyx





TEXTILES







exist loudly.

Commercial Value

\$28,305,648



Wholesale: \$445
Retail: \$3,950
Units Per Store: 4
Total Units (x336): 1344
Cost: \$598,080
Total Revenue: \$5,308,800
Profit:
\$4,710,720



Wholesale: \$323
Retail: \$5,790.00
Units Per Store: 7
Total units (x336): 2,352
Cost: \$759,696
Revenue: \$13,618,080
Profit: \$12,858,384



Wholesale: \$400
Retail: \$3,250
Units Per Store: 4
Total Units (x336): 1,344
Cost: \$537,600
Revenue: \$4,368,000
Profit: \$3,830,400



Wholesale: \$264
Retail: \$3,350
Units Per Store: 5
Total Units (x336): 1,680
Cost: \$443,520
Revenue: \$5,628,000
Profit: \$5,184,480



Wholesale: \$300
Retail: \$1,154
Units Per Store: 6
Total Units (x336): 2,016
Cost: \$604,800
Revenue: \$2,326,464
Profit: \$1,721,664

SOURCES

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