

BRAND EXTENSION

Rich Owens



IT'S ALL ABOUT RICK

SEEN AS THE FASHION'S DARK KNIGHT

'MY AESTHETIC IS SO NARROW, SO UNFLAMBOYANT, SO SPECIFIC, SO GREY.'

'I TEND TO LOOK AT "IDENTITY" AS SOMETHING THAT CAN BE CONTROLLED, SCULPTED, IMPROVED. I AM A BIG FAN OF SELF-INVENTION. I'VE BEEN CLINICAL WITH MINE.'

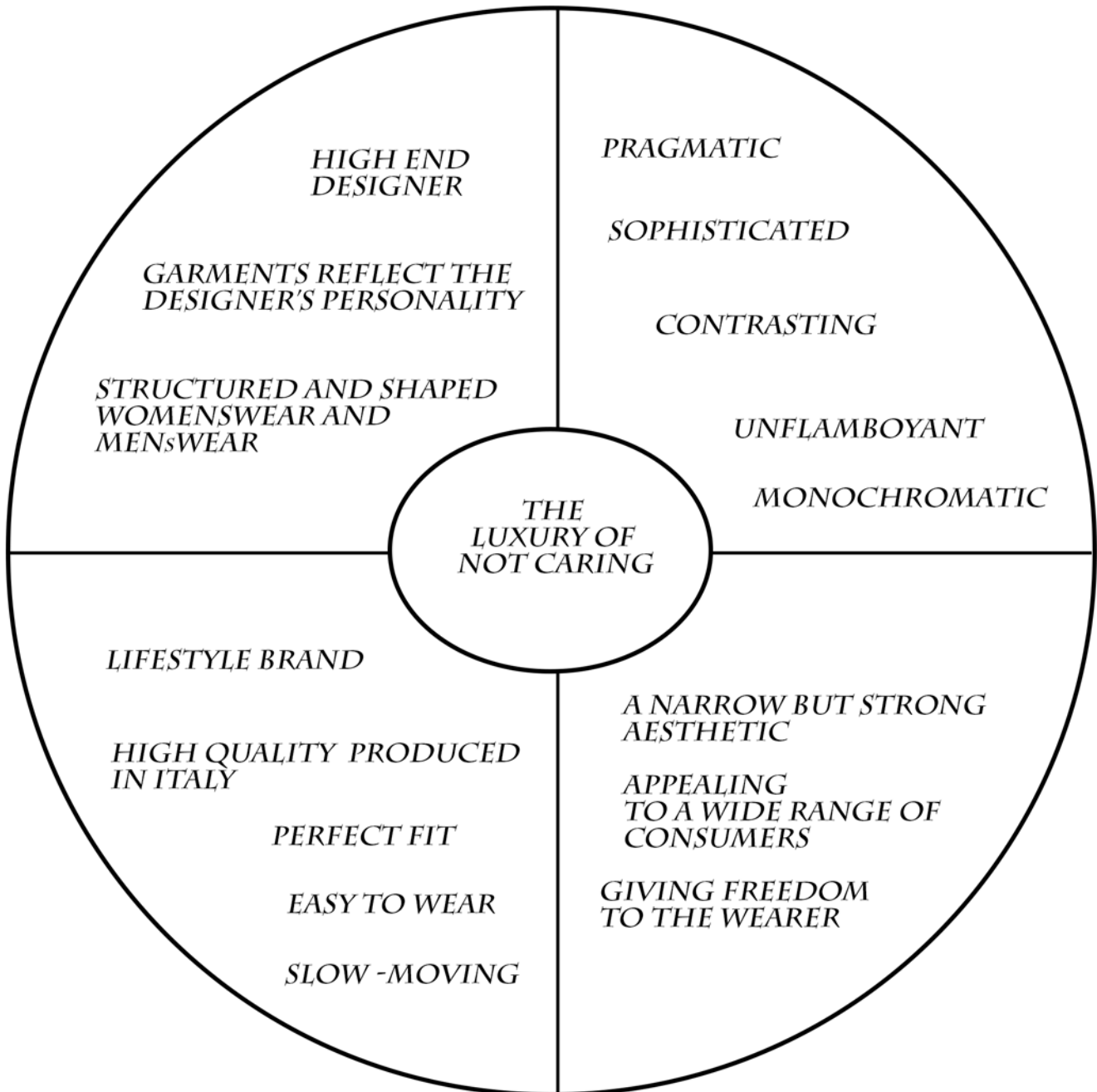
Rick Owens



'It's about an elegance being tinged with the barbaric, the luxury of not caring'

Rich Owens

BRAND DIMENSION - BURNETT





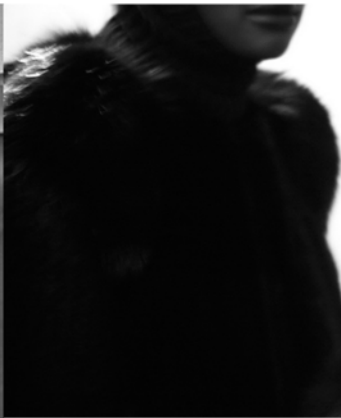
*'If Mr. OWENS WERE AN ARCHITECT,
HE WOULD MAKE BEAUTIFUL RUINS.'*

Rich Owens

DRKSHDW



RICKOWENSLILIES



Rick Owens



*'THIS WHOLE PROJECT DEVELOPED JUST LIKE MY CLOTHES DID
-AS A PERSONAL THING.'*

*'I WOULD HESITATE TO CALL IT ART, BUT ON THE OTHER HAND IT'S A LITTLE BIT
MORE THAN FURNITURE, I SUPPOSE. THE ONLY REASON IS BECAUSE IT'S
HAND-CRAFTED AND ARTISANAL. AND THE FACT THAT WE CAN PRODUCE
LIMITED NUMBERS MAKES IT TO SOME EXTENT RARE.
SO THAT PUTS IT IN FURNITURE-DESIGN CATEGORY, I GUESS.'*



BRAND TOUCHPOINTS

RICK OWENS IS A WORD OF MOUTH BRAND - THE BRAND DOES NOT ENGAGE IN ADVERTISING OR SOCIAL MEDIA
HOWEVER THERE ARE SEVERAL TOUCHPOINTS

PRE PURCHASE



PURCHASE



POSTPURCHASE



Rick Owens

RICK OWENS CUSTOMER

'I WONDER IF THE RANGE MIGHT BE A LITTLE OLDER. I'M 49 NOW BUT MY REFERENCES AREN'T THAT SPECIFIC. RATIONALISM, DISCIPLINE, COLLAPSE, PURITY, TRANSGRESSION, MODESTY, PRURIENCE... I LIKE UNIVERSAL, ALMOST BIBLICAL OR OPERATIC REFERENCES... THAT ANYONE CAN RELATE TO.'



HELMUT LANG

URBAN
ZEN

All Saints
SPITALFIELDS

COMME des GARÇONS



Rick Owens

'I THINK PEOPLE APPRECIATE HAVING A PERSONALITY OR SOMETHING PERSONAL TO RESPOND TO AND I HAVE A VERY PERSONAL FEELING ABOUT WHAT I DO'.

Rick Owens



'I'M NOT REALLY INTO CLOTHES. I WEAR ONE OUTFIT LIKE A UNIFORM, AND I HAVE FOR YEARS'

RICK'S ARMY



Rick Owens

RICK OWENS' EASY TO WEAR

'I ALWAYS RESENTED HOW HIGH FASHION WAS SO UNAPPROACHABLE AND NOT FOR EVERYDAY. I LIKE REDUCING THINGS TO WHAT'S ESSENTIAL. I LIKE ERASING THE UNNECESSARY, DOING THINGS SHORTHAND AND GETTING TO POINT.'

SPORTS AND CASUAL WEAR COMBINED IN RICK OWENS LUXURY OF NOT CARING

RICK AND MICHELE'S BACKGROUND

*MICHELE LAMY USED TO RUN A SPORTSWEAR LABEL
RICK WAS WORKING FOR HER LABEL AS A PATTERN CUTTER
RICK OWENS IS A SPORT ADDICTED AND IS GOING TO THE GYM EVERYDAY
RICK ONLY DOES BUSINESS THAT HE IS INTERESTED IN
BRAND COVERS A LIFESTYLE - ANOTHER SECTOR TO GROW IN*

GROWING HEALTH AND WELLNESS SECTOR

*PEOPLE ARE BECOMING AWARE OF THE WIDER BENEFITS OF GETTING FIT
TECHNOLOGY FITNESS DEVICES TO MOTIVATE THEMSELVES AND TAKE THE TRAINING ON A NEW LEVEL
BURN OUT AND OVERWORKING CAN BE COMPRESSED THROUGH SPORT
FAST-MOVING BUSINESS THAT HAS PROVED RESILIENT- PREDICTED TO GROW
CONSUMERS ARE MORE AND MORE REACHING OUT FOR AN ACTIVE LIFESTYLE*

(Mintel Report, The Entrepreneur 15th January 2013)

DEVELOPMENT OF THE FASHION INDUSTRY TO DEMI-COUTURE AND LUXURY SPORTSWEAR

*CUSTOMERS HAVE A DESIRE FOR UNIQUENESS AND QUALITY CRAFTSMANSHIP
'DRESS DOWN' OR 'DRESS UP' BEHAVIOUR
CHRISTOPHER RAEBURN STATES: 'IT'S VERY IMPORTANT THAT OUR GARMENTS HAVE FUNCTIONALITY'
SPORTSWEAR OFFERS HIGH QUALITY AS WELL AS HIGH PERCEIVED VALUE (VIRTUE OF BEING VERY SPECIAL,
HIGH FUNCTIONAL AND ENABLING USAGE OVER TIME)*

(BOF - At opposite ends of the fashion spectrum, 6th January 2013)

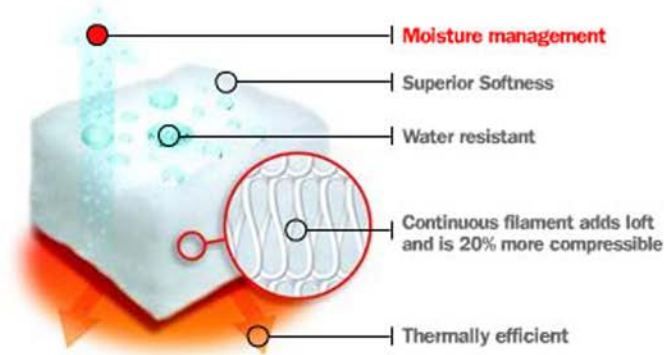
Rick Owens

RICK OWENS' EASY TO WEAR

'THERE ARE VERY FUNDAMENTAL, CLASSIC CONSTRUCTIONS AND SHAPES THAT WORK ON PEOPLE.'

IT IS A NATURAL EXTENSION BECAUSE THE SPORTSWEAR LINE WILL BORROW THE SILHOUTTE AND THE WAY OF CONSTRUCTING GARMENTS THEREFORE ALMOST NO EXTRA KNOWLEDGE IS NEEDED IN DEVELOPING LINE

BUT IT WILL INTRODUCE NEW FABRIC TECHNOLOGIES LIKE PRIMALOFT



COLLABORATION WITH ADIDAS CLEARS THE WAY FOR A SPORTSWEAR LINE

THE COLLECTION HAD A REALLY POSITIVE RESPONSE WITH THE CONSUMERS WHO HAVE SHOWN A RISING DEMAND FOR SPORTSWEAR PRODUCTS

VICIOUS WOMEN RUNWAY SHOW

PRESENTING THE COLLECTION ON STEP DANCERS ADDING AN ACTIVE AND SPORTIVE SIDE TO THE BRAND



Rick Owens



'CHANGING YOUR BODY IS SO MUCH MORE hardcore.
 It's a great combo of discipline, joyous release, meditation, and vanity.
 Music never sounded as good as it does now, pounding through those
 earbud headphones into the pit of my stomach as I feel my muscles swell.'

Rich Owens

LAUNCHING IN THE UK AND CHINA

LONDON

'THE LONDON CONSUMER IS A COMBINATION OF THE PARISIAN AND NEW YORKER CUSTOMER, THE LONDONERS ARE HIGHLY CREATIVE THOUGH'

LONDON HAS A GROWING FASHION ECONOMY WITH CONSUMERS FROM ALL OVER THE WORLD COMING TO TO SHOP THERE

RICK OWENS HAS CONSESSIONS IN HARRODS, SELFRIDGES, HARVEY NICHOLS, BROWNS AND LIBERTY

LONDON'S INHABITANTS ARE HIGHLY MOTIVIATED IN GAINING A SUCCESSFUL CAREER AND USE WORK OUT AS A BALANCE TO WORK LIFE

THE RECENT POP-UP STORE IN SHOREDITCH GAINED HIGH RECOGNITION AND ATTRACTED NEW CUSTOMERS

HONG KONG

RICK OWENS WAS ONE OF THE FIRST HIGH END DESIGNERS TO EXPAND TO ASIA WITH OPENING THE FIRST STORE IN HONG KONG

RESEARCHING THE DEVELOPMENT OF THE ASIAN ECONOMY SHOWED THAT THE MOST TURN OVER HAPPENS IN VIETNAM AND CHINA - HONG KONG WHO IS A COSMPOLOLITAN CITY

THE CITY IS VERY INTERNATIONAL AND PEOPLE WOKR HARD THERE AS IN LONDON AND THEREFORE NEED A BALANCE TO THEIR WORK LIVES

THE CHINESE CONSUMER FURTHERMORE CHANGED HIS SHOPPING BEHAVIOUR BY NOT ANYMORE AIMING FOR CONSPICIOUS CONSUMPTION - THE HIGH END CUSTOMER LIKES TO KEEP IT MORE RESERVED

Retail market value (last 5 years)

Region	Units	Clothing
France	%	-0.8
Germany	%	1.0
Italy	%	1.0
Spain	%	-5.2
Turkey	%	7.3
UK	%	2.2

Retail market value (last 5 years)

Region	Units	Clothing
Australia	%	3.1
China	%	16.6
India	%	11.1
Indonesia	%	1.7
Japan	%	-2.0
South Korea	%	5.8
Vietnam	%	29.1

Note: CAGR figures are based on the value of the market in the local currency over the last five years.

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CONSUMER SEGMENTATION

'I WONDER IF THE RANGE MIGHT BE A LITTLE OLDER. I'M 49 NOW BUT MY REFERENCES AREN'T THAT SPECIFIC. RATIONALISM, DISCIPLINE, COLLAPSE, PURITY, TRANSGRESSION, MODESTY, PRURIENCE... I LIKE UNIVERSAL, ALMOST BIBLICAL OR OPERATIC REFERENCES... THAT ANYONE CAN RELATE TO.'

DEMOGRAPHICS

MALE & FEMALE, +25,
FULL-TIME WORKING, CREATIVE INDUSTRY,
EVENTUALLY MARRIED BUT NO CHILDREN,
HIGHER EDUCATION AND HIGH INCOME
GEN X YUPPIES, GEN Y NET GENERATION

ASIAN UPPER CLASS
WEALTHY DESCENT
NOUVEAU RICH

GEOGRAPHICS

URBAN LIFE, BIG WORLD CAPITALS
LOFT APARTMENT
MID-EUROPEAN CLIMATE

APPARTMENT IN A SKYSCRAPER
HUMID CLIMATE

PSYCHOGRAPHIC & BEHAVIOURAL

CREATIVE INDIVIDUAL
BUSY LIFESTYLE
REJECTION OF FAST FASHION
SPORTIVE/ACTIVE
HIGH INTEREST IN MUSIC AND THE ARTS
LOOKING FOR HIGH QUALITY AND GREAT PERFORMANCE
SOPHISTICATED
JET SET

ASKING FOR THAT ADVENTURE IN LIFE
TRAVELLING THE EUROPEAN COUNTRIES
NOT INTERESTED IN CONSPICUOUS CONSUMPTION

USAGE & BENEFITS

INVESTEMENT PURCHASE
CUSTOMERS IDENTIFY WITH THE VALUES OF THE BRAND
BRAND LOYAL - AN ITEM FOR A LIFE TIME - THEREFORE WILLING TO SPEND A HIGH AMOUNT

Rich Owens

UNIQUE SELLING POINT

THE RICK OWENS AESTHETIC - 'LUXURY OF NOT CARING'

NOT ONLY OFFERING GARMENTS BUT PUTTING THEM IN A CONTEXT - LIFESTYLE BRAND

THE RICK OWENS' CONSUMER BUYS INTO THE BRAND BECAUSE THEY TRUST HIM - THE ADIDAS COLLABORATION ALREADY GAINED HIGH RECOGNITION AND ENSURED CUSTOMERS THAT THE BRAND IS ABLE TO DEAL WITH THE SPORTS SECTOR

NIKE AND ADIDAS ARE DOMINATING THE HIGH END HIGH STREET MARKET AND BRANDS LIKE ZARA AND H&M OFFERING VALUE SPORTS GARMENTS. THE MARKET FOR LUXURY SPORTSWEAR IS NOT CROWDED. BUT CONSUMERS MORE AND MORE ARE LOOKING FOR THOSE PRODUCTS.

POSITIONING



Rick Owens

IN-STORE INSTALLATION

COLLABORATION WITH THE GERMAN SCULPTURER SONJA VORDERMAIER FOR IN-STORE INSTALLATIONS FOR POP UP STORES AND FLAGSHIP STORES



VORDERMAIER'S WORK IS ALSO INSPIRED BY SHADOWS AND THEIR MOVEMENT WHICH WOULD BE A GOOD INSPIRATION FOR THE SPORTSWEAR LINE AS WELL AS WORKS VERY WELL WITH RICK'S DARK AESTHETIC

BOTH MICHELE AND RICK ARE HIGHLY INTERESTED IN ART AND SO IS THEIR CUSTOMER
MICHELE IS CONSTANTLY LOOKING OUT FOR NEW ARTISTS THAT SHE CAN SUPPORT

Rick Owens

PACKAGING

THE LINE WILL BE PACKAGED IN FABRIC SPORT BAGS

TWO DIFFERENT OPTIONS THE SMALLER WONE FOR LOW PURCHASES AND THE BIGGER ONE WITH LEATHER APPLICATION FOR THE BIG ONES

THOSE CAN THEN ALSO BE USED FOR GOING TO THE GYM OR WORK OUT



GYM SOUNDTRACK

COLLABORATING WITH DIFFERENT ARTISTS TO CREATE A GYM SOUNDTRACK ALBUM

RICK AND MICHELE PREVIOUSLY DID COLLABORATIONS WITH MUSIC PRODUCER MATTHEW STONE FOR THE TRACKS FOR THE RUNWAY SHOW



RICK OWENS ALSO RELEASED A CD WITH A COLLECTION OF SONGS HE LIKES.



OFFERING A GYM SOUNDTRACK ENHANCES THE BRAND - CONSUMER NOT ONLY BUYS THE SPORTSWEAR BUT ALSO WORK OUT WITH MUSIC THAT GOES WITH THE BRAND IDENTITY

JAY Z IS FREQUENTLY SEEN WEARING RICK OWENS AND RICK STATED HE LIKES HIS MUSIC - A COLLABORATION WITH HIM AND MATTHEW STONE MIGHT CREATE THE RIGHT TUNE FOR THE GYM

Rick Owens

RUNWAY SHOW

INTEGRATING BALLET DANCERS INTO THE SS 15 FASHION SHOW WITH SOME OF THE DIFFUSION LINE PRODUCTS



Rich Owens