



Ashish

Fall 2015

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Representation Techniques 2

2013–2014 Level 5

Computer Tools 2

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# Ashish

Fall RTW 2015

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# Strategy

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# Ashish



Ashish has been established since 2005. The designer of the brand is Ashish Gupta. His ideal clients are fun-loving and sexy with a sense of humor. "She likes to make an entrance," states Ashish.

This brand is all about turning heads and making a scene with the clothing that Ashish creates. Ashish is a wild, crazy, and fun brand.

No matter what the case is people can trust on expecting to be "wowed" in his collections.

Ashish is a well known designer in the United Kingdom, but that does not mean there can't be any improvements. Ashish does not advertise much for their audience, meaning Ashish does not participate in any marketing such as magazines, parties, commercials, social media, and many more.

Ashish's main target are for the young crowd that are not afraid to be different. If you have not heard of Ashish it wouldn't be a shock because Ashish does not make an importance to advertise.

Another key aspect of this brand is that Ashish is for a specific niche, a very small one. Having that said, in order to incorporate a bigger target the brand must have a "change" in order to attract potential consumers.

Ashish right now can only be found in some limited stores or online websites, this new approach will include Ashish in every big corporate chain department stores like Nordstorm, Neimus Marcus etc.

Ashish new collection will be for a more broader audience where a lot of youth can relate and not have it so "over the top" or "shocking".

This new collection will be all about neons. Neons will represent the new campaign that will be launched for Ashish, Trip. Trip symbolizes being in an acid trip, which will be influenced and seen through out the editorials and campaigns. The new collection will be all black with a touch of pop neon color in the garments.

Current communication activity are none other than their own website. Therefore Ashish has many opportunities to start being active on social media, TV, magazines, and many more.





With this new collection making it more for a broader audience, since the clothing will be softer from being so "wild" the campaign itself will be representing more of the "shocking factor".

A TV commercial and magazine editorials will compliment this new launch.

The message of this new collection is simply that anyone could wear Ashish. The campaign will be focusing on urban areas and common streets where the hard core party scenes take place like New York City, Brooklyn, and Los Angeles. Therefore representing all rebellious youth doing what they know best being wild and partying. This will glorify the youth target and relate to their partying, hence the acid trips.

Target Market will be between the ages of 17 to 23 all females that are rich, medium class, or poor. Meaning anyone could wear Ashish and still be a "bad ass".

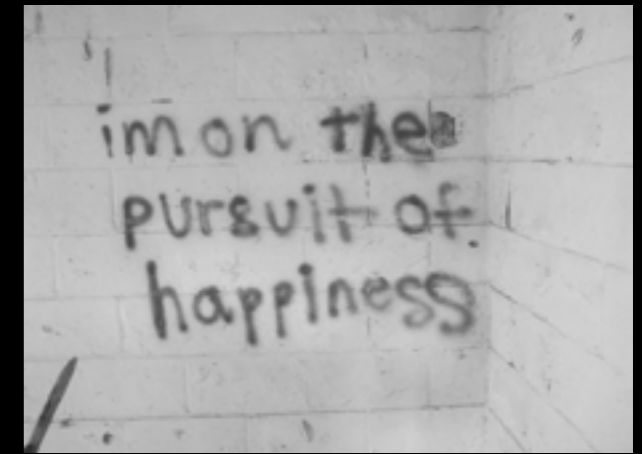
The target market are females whom are in university or school experimenting their curiosity and going into a world of colors.

Like the regular consumers of Ashish, only this time there will be more consumers. These consumers will want to achieve one thing which is look fashionably good no matter where they go. Whether they're attending school, party, family occasion they will accomplish looking "bad ass" and good in Ashish garments.

The overall feel to the collection and look is edgy and dark. Dark being all black colored garments, but edgy for the neon pop of color. It gives a sense of "rebellious cool kid" message.

What the brand wants to avoid is to be loud and obnoxious with the clothing. The transformation is all about not being wild with the clothing or too carried away. Instead bringing it down a notch by letting the story and campaign do all the "noise" of the brand.









Terry Richardson

Terry Richardson is the key to the new collection of "Trip". His style when it comes to photography is the feel that the campaign and story must be to back up this collection. With the type of technique and his approach with photography it will help Ashish achieve the view of "Trip".





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# Editorial

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Photograph by Terry Richardson in the streets of Brooklyn. Wardrobe stylist by Grace Coddington. Hair and make up done by Pat McGrath. Shoes from Dior. Hat by Comme Des Garcon. Sunglasses from Rayban.



Photograph by Terry Richardson in a subway of Brooklyn. Wardrobe stylist by Grace Coddington. Hair and make up done by Pat McGrath. Shoes by Steve Madden. Accessories by Urban Outfitters. Shorts and hat from Sabo skirt.



Photograph by Terry Richardson in the streets of Brooklyn.  
Wardrobe stylist by Grace Coddington. Hair and make up  
done by Pat McGrath. Accessories and heels by Zara. Shorts  
from Urban Outfitters.



Photograph by Terry Richardson in the streets of  
Brooklyn. Wardrobe stylist by Grace Coddington. Hair  
and make up done by Pat McGrath.

Photograph by Terry Richardson in the streets of Brooklyn. Wardrobe stylist by Grace Coddington. Hair and make up done by Pat McGrath. Tights from Urban Outfitters. Shorts by Zara.



Photograph by Terry Richardson in the streets of Brooklyn. Wardrobe stylist by Grace Coddington. Hair and make up done by Pat McGrath. Accessories by Brandy Melville. Hat by Marc Jacobs.



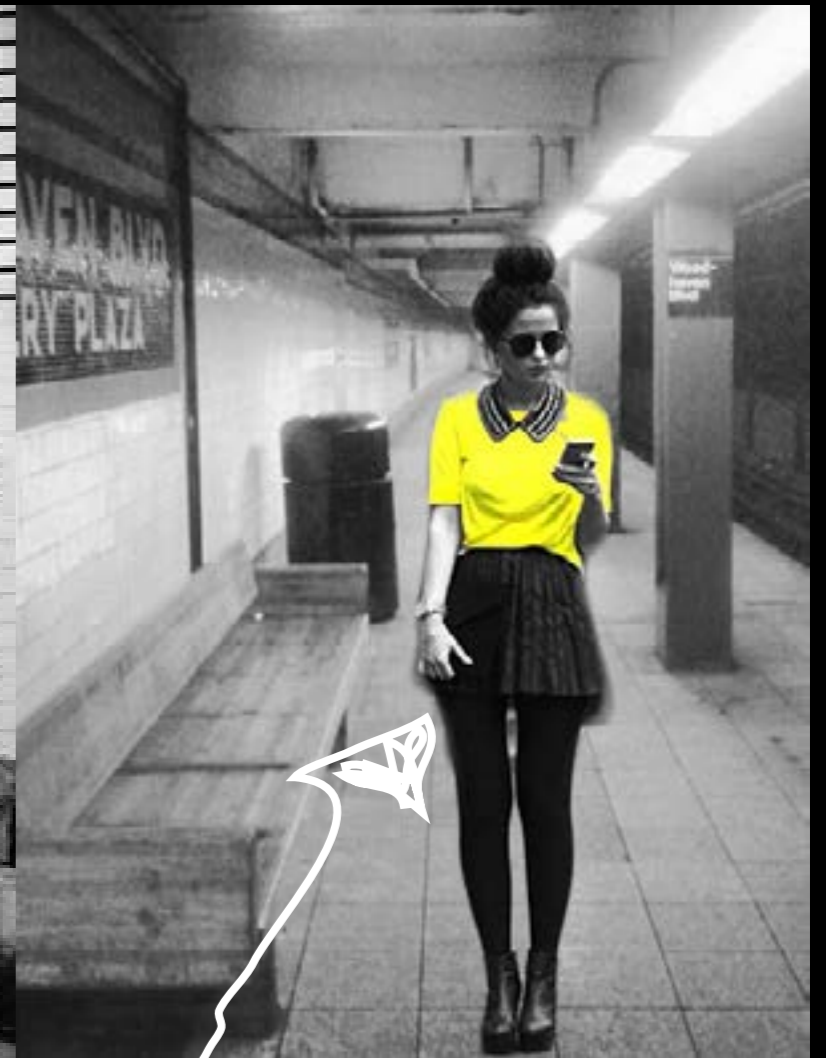
Photograph by Terry Richardson in the streets of Brooklyn. Wardrobe stylist by Grace Coddington. Hair and make up done by Pat McGrath. Accessories by Dior.



Photograph by Terry Richardson in the streets of Brooklyn. Wardrobe stylist by Grace Coddington. Hair and make up done by Pat McGrath. Sunglasses by Rayban. Shirt by Express.



Photograph by Terry Richardson in the streets of Brooklyn. Wardrobe stylist by Grace Coddington. Hair and make up done by Pat McGrath. Shoes by Another Stories. Stockings by Topshop. Top by Zara. Sunglasses by Dior.



Photograph by Terry Richardson in the streets of Brooklyn. Wardrobe stylist by Grace Coddington. Hair and make up done by Pat McGrath. Shoes and tights by Aldo. Skirt from French connections. Accessories by Zara. Sunglasses by Chanel.

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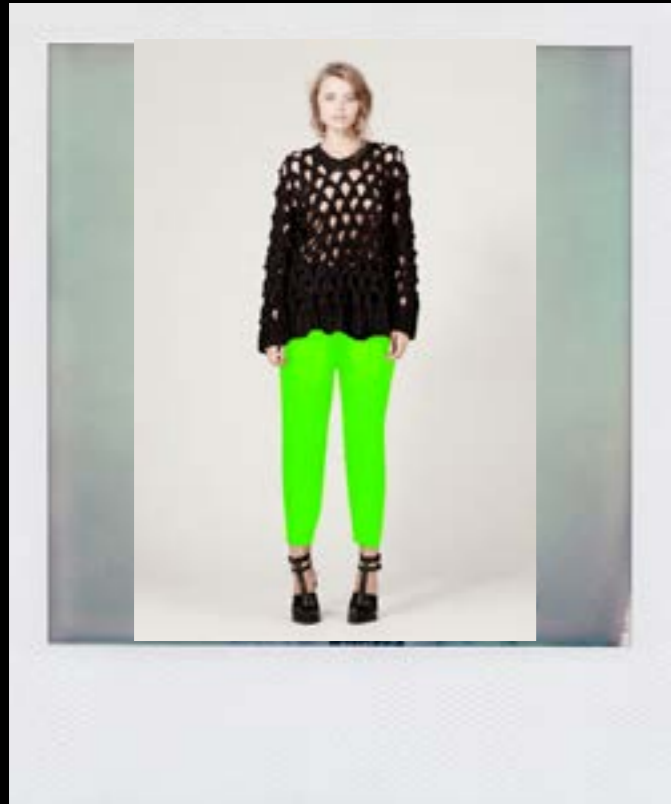
# Catalog

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Website

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# Ashish

The website was launched as a blog dedicated for the new collection. This blog will introduce the new approach for Ashish as a brand. It will help the audience understand, comprehend, feel, and look at the new direction that Ashish is taking with this new collection. By doing a blog it will help the awareness through social media (the designer does not have any social media, therefore could not include/link any social media on the blog) and most importantly capture new audience to the brand.

The blog consist of four main sections which are: about, behind the scenes, collaboration, and sneak peak. The about section is getting to know the brand and the designer. Behind the scenes consists of the beauty aspect and the photo shooting of making the campaigns, editorials, and the catalog. Collaborations are the celebrities that have been featured for this specific collection, Trip. Lastly the sneak peak section is giving the audience a "taste" of the new collection that way the audience can more or less what's going to be launched.

Wordpress Website: <http://ashishuk.wordpress.com>



Ashish

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