

ALAIA



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Fashion Marketing year 1
Global Fashion Branding: Theory



I acknowledge the use of AI tools or technologies in the process of working on this assessment, however, I confirm the work submitted is my own and is not generated by any AI tools or technologies. I have kept a log of the use of AI for this assessment and I will share and demonstrate it with my tutor when required.”

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BRAND'S HISTORY AND IDENTITY

Azzedine Alaia was born in February 1935 in Tunisia. He graduated from the École des Beaux-Arts in Tunis with a degree in sculpture, which mainly inspired him to pursue fashion design later. During the 60s, Azzedine worked in many brands such as Dior and Guy Laroche, and then began creating his garments from his apartment. In 1979 he created his own collection which became famous due to the unique body-sculpting designs that were acclaimed and later on in 1981 was presented at Paris Fashion Week. It was during the 80s that Alaia started growing significantly, dressing celebrities such as Naomi Campbell and Madonna. In 2000, Azzedine Alaia sold his brand to the Prada Group but then bought it again in 2007, supported by Richmond Group (it still is). To show more clothes to the public, the first flagship store was opened in Paris in 2013 and the brand continued to participate in fashion shows. In 2017, Azzedine Alaia died, which led to the creation of his foundation to preserve his legacy, designs, and history.



Naomi and Azzedine (no date) Glam. Observer. https://lh7-rt.googleusercontent.com/docsz/AD_4nXc

Alaia appeals to an audience who appreciates artistic expression, as the dresses are not to be worn on a daily basis. The brand maintains a message of sophisticated female empowerment, with precisely crafted designs that reflect Azzedine's experience in sculpture. Recently, Alaia has expanded its product portfolio to include bags, sunglasses, and shoes, with the Le Ballerine flats being among the most famous items.

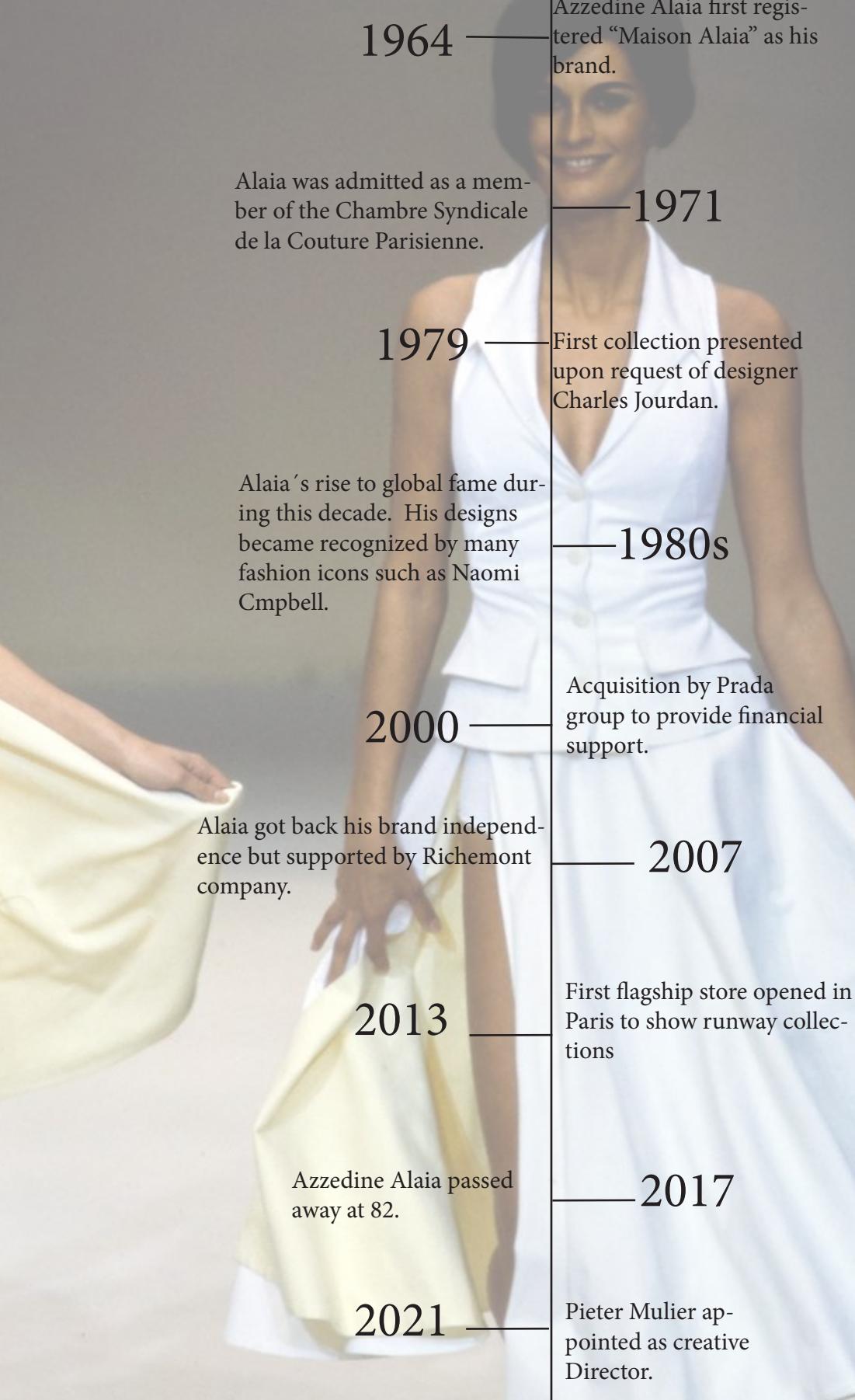
Today, Peter Mullier is the creative director at Alaia, keeping Azzedine's vision for the brand and it still remains as a luxury fashion house. Alaia's brand personality is based on a futuristic aesthetic that emphasizes the female body while focusing on craftsmanship and uniqueness, the same as it first started by Azzedine. All the garments in Alaia are designed to celebrate the female form, as there is no collection for menswear. They mainly focus on promoting female empowerment by selling garments tailored to the body - tight waistlines, flounced skirts and very marked sleeves.



Alaia 1986 Spring-Summer Women's Fashion Show in Paris. (2011) Getty Images. <https://media.gettyimages.com/id/627428398/es/foto/a-group-of-models-applaud-tunisian-designer-azzedine-alia-at-his-1986-spring-summer-womens.jpg?s=1024x->

gettyimages
Credit: Pierre VAUTHEY

TIMELINE



1964	Azzedine Alaia first registered "Maison Alaia" as his brand.
1971	
1979	Alaia was admitted as a member of the Chambre Syndicale de la Couture Parisienne.
1980s	First collection presented upon request of designer Charles Jourdan.
2000	Alaia's rise to global fame during this decade. His designs became recognized by many fashion icons such as Naomi Campbell.
2007	Acquisition by Prada group to provide financial support.
2013	Alaia got back his brand independence but supported by Richemont company.
2017	First flagship store opened in Paris to show runway collections
2021	Azzedine Alaia passed away at 82.
	Pieter Mulier appointed as creative Director.

BRAND ARCHITECTURE

(Instagram, 2023)



ALAIA



- Consequently, Alaïa may now face complaints from customers who align with sustainability, and as a result, they can lose customers if they don't improve their working conditions for workers. Even though they don't produce as a fast-fashion retailer, Alaïa should still ensure that the materials they use (mainly polyester and wool) are easy to recycle and don't damage the environment much.

Alaïa is a fashion House inside of a Branded House, Richemont (Richemont, 2025). Richemont group has many houses including jewellery, fashion and watchmaker brands but mainly acquires fashion houses, the main competitor for Alaïa being Chloe (see competitor analysis page 9). Alaïa was acquired in 2007 with the CEO Myriam Serrano and since then, Richemont has financially supported Maison Alaïa and continues to grow further with Peter Mullier as the creative director.

USP

A unique selling point is crucial to stand out from competitors who are selling similar items. Alaïa's USP is mainly craftsmanship and sophistication promoting uniqueness on its designs. During the 90s, Azzedine Alaïa was the first designer that started to introduce beadings and delicate stitches into his garments, making them very detailed compared to the designers of that time, such as Armani, who focused more on bold basic garments with big silhouettes.

The personality of the brand is all about utilizing the right materials to empower the female body, such as denim, knitting and still uses beading- the most recent collection at Homo Faber 2024 embraces knits as an elegant wear.

BRAND VALUES

Maison Alaïa is considered a luxury brand, as prices range from \$200 and up to \$4000 (mostly for ready-to-wear dresses). Their brand ethics align with sustainability practices as they do not have fast fashion production and ensure the right product quality for customers - such as leather products. However, the Good on you report has described Alaïa as a brand that doesn't ensure a fair wage for employees and the welfare policy doesn't cover the ILO four fundamental Freedom principles. (Alaïa - Sustainability Rating - Good on you, no date)

COMMUNICATIONS

Alaia is not very active on social media. It has an Instagram account where they update about recent collections but they don't communicate directly with consumers and don't make it seem like they connect with them. Other competitors such as Chloe use more social media as they post ready-to-wear, models, editorials and products, and this has made their Instagram account have 11.3M followers, while Alaia has only 1M. (See social media audit on appendix). The creative director of Alaia, Pieter Mulier, has an Instagram account and his account posts more details of the brand which makes it a lot more interesting and active, such as the displays, videos of runways backstage and campaigns.

POP-UPS AND COLLABORATIONS

To connect with customers and to increase brand awareness, Alaia has done a few pop-ups: In Paris, they collaborated with Rare Books to display the books and target new customers. Also, in 2022 they launched a swimwear line as a product line extension (Muret, 2022). However, the prices are expensive for a swimsuit so they did not sell very well compared to other products, but they are still on sale. Now, the Alaia flagship store in London has opened a cafe on the second floor of the shop. This is attracting a lot of customers as they don't only have to visit to purchase something, but they can just go to eat inside.



(Alaia coffee shop, London)



(@maisonalaia on Instagram, 2024)



(Rare Books, 2023)

KAPFERER`S BRAND

EXTERNALISATION

Physique

Modern aesthetic with minimalistic patterns that create body-conscious designs.

Relationship

Alaia connects with customers by offering tailored service, and a personal experience. It sells exceptional quality, enduring style and statement pieces to be recognized to those who purchase in Alaia often.

The customer should be willing to spend on quality, rather on quantity. They should be someone who values unique pieces rather than just trendy ones.

Reflection

IDENTITY PRISM

INTERNALISATION

Personality

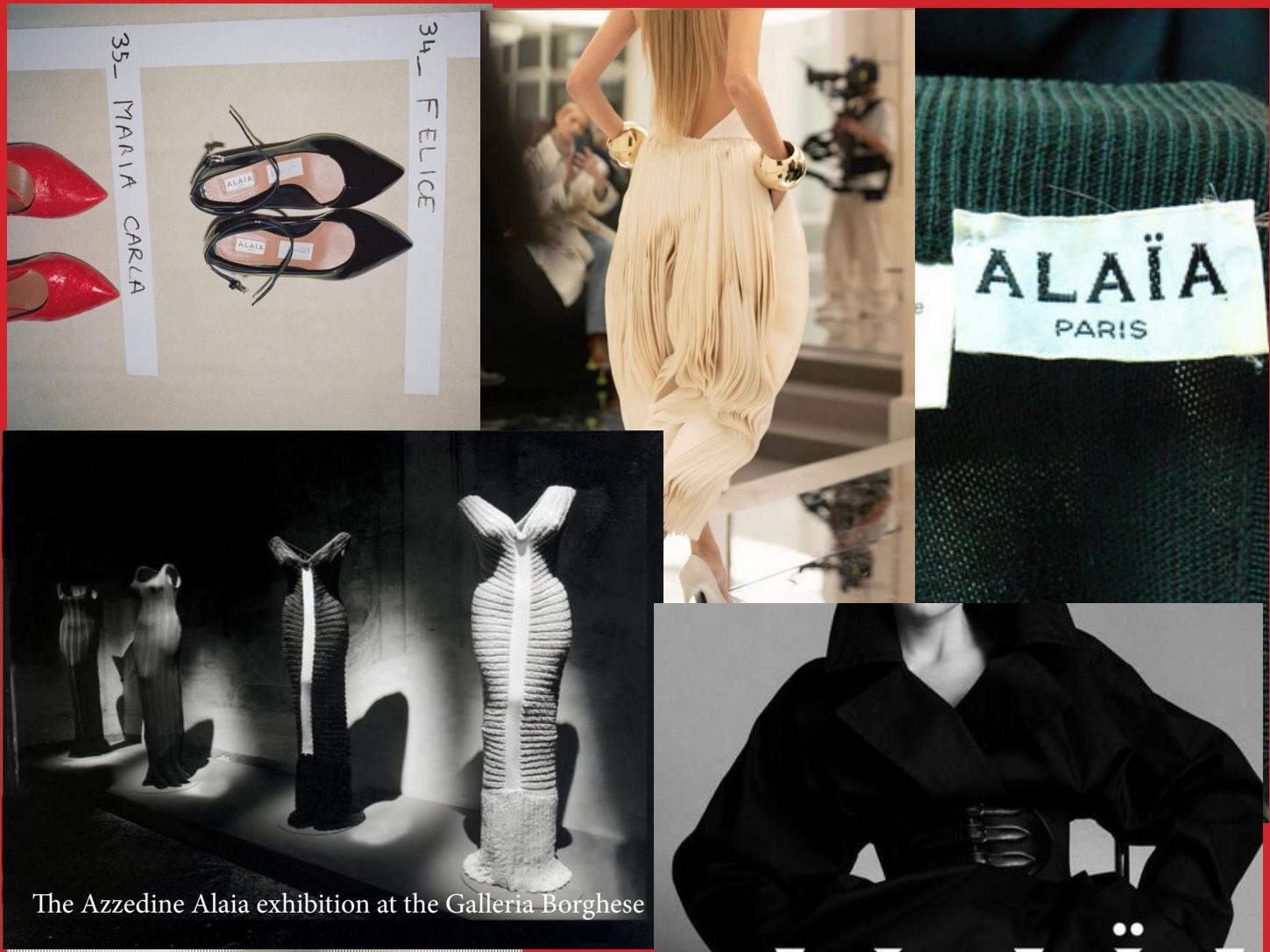
Discreet luxury, premium prices for high-quality materials. Promotes individuality through sculptural garments which are unique and elegant at the same time.

Timeless craftsmanship and artisanal work, embracing the main idea of the brand by Azzedine Alaia: to empowering femininity and individuality. Alaia also promotes slow fashion and designing garments that will last long and are not just fashion trends.

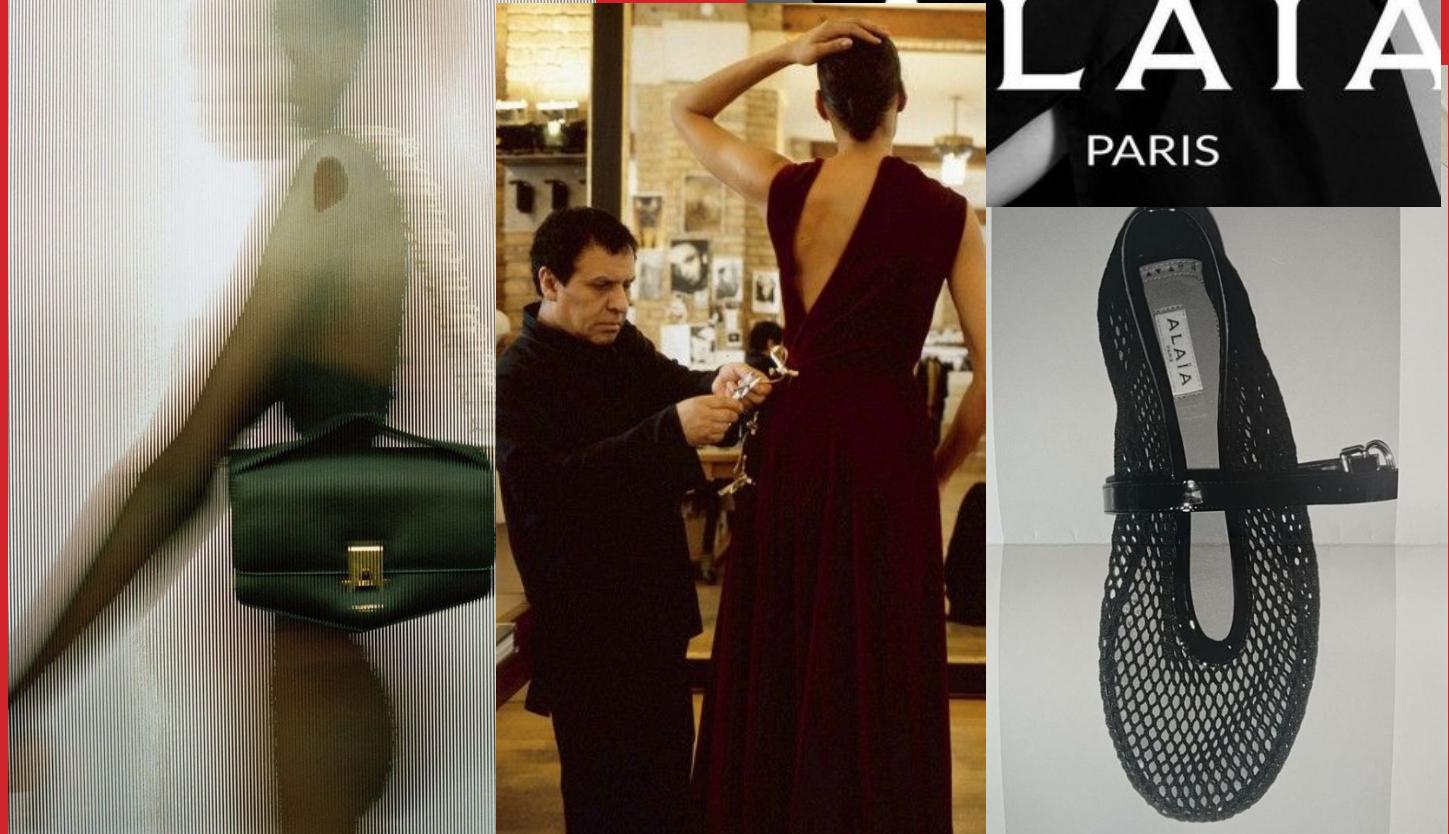
Culture

Alaia's products provide authenticity, comfortableness, and empowerment.

Self-image



The Azzedine Alaïa exhibition at the Galleria Borghese



BUYER PERSONA



Cassi DiMicco

BACKGROUND

- Influencer
- Fashionista
- Young age
- Content creator
- Business owner

QUOTES AND OPINIONS

- Bought the “les ballerines” flats and often visits the Alaïa website.
- States in previous videos that Alaïa shoes are high quality and worth the money but sizes are not fully accurate.
- Also purchased products from competitors such as Jacquemus and The Row.

WHAT CAN WE DO?

- Improve customer service by offering tailored cards when delivering a product to an address.
- When customer visits the shop, employees should give a more detailed approach on sizing, as she explained size can be a bit big.

Elevator Pitch/Bumper Sticker Sell your persona on your solution - in a sentence or a few words!

“Empower your content and youtube channel with Alaïa: timeless, sculptural fashion that sells your individuality.”

MARKETING MESSAGING

- Authentic craftsmanship
- Trendy products but not focused on keeping trends, but promoting quality.
- Versatility for products- to be worn any time of the year e.g flats can only be worn in summer and spring so sales can decline during Winter time.

COMPETITOR ANALYSIS



CHLOE

Chloe is a very direct competitor of Alaia since both its parent house is Richemont. Chloe is known for soft, minimalistic styles and versatile ready-to-wear collections. It is also a luxury brand and it is focused on craftsmanship. However, Alaia seems to promote femininity much more as their garments are very tailored to the feminine body and sculpting curves with dresses or tops, rather than just designing basic pieces for the daily use as Chloe. (Chan, 2024)

The creative director for Chloe was Riccardo Bellini, trying to keep their customer base catered to women mainly, and customers with high incomes. Chloes prices are premium as they charge average \$700 per item, but their prices are most similar to Alaia. Thats why they compete against the same market as Alaia: the Fashion luxury market.

NOVEDADES: CHLOÉ PRIMAVERA 2025 DE CHEMENA KAMALI.

OP MAISON ARTS ¿Qué está buscando?

Chloe

FILTRAR Y ORDENAR POR ▾

OBO BRACELET PEQUEÑO DE CUERO ADO	BOLSO HOBO BRACELET PEQUEÑO DE CUERO METALIZADO	BOLSO HOBO BRACELET PEQUEÑO DE CUERO GRANULADO	BOLSO HOBO BRACELET PEQUEÑO DE CUERO GRANULADO
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(Chloe Website, 2024)

THE ROW

The Row is a high-end fashion brand which was established in 2006 by the Olsen sisters. It is centered on their minimalist concept with designs that are timeless and elegant with bold colours.

The Row appeals to customers who like quiet luxury, and pay for quality rather than brand image or status, while Alaïa may attract customers who want the logo to be seen or who are fully into luxury and aspirational brands, but still, they are willing to pay for a high quality item.

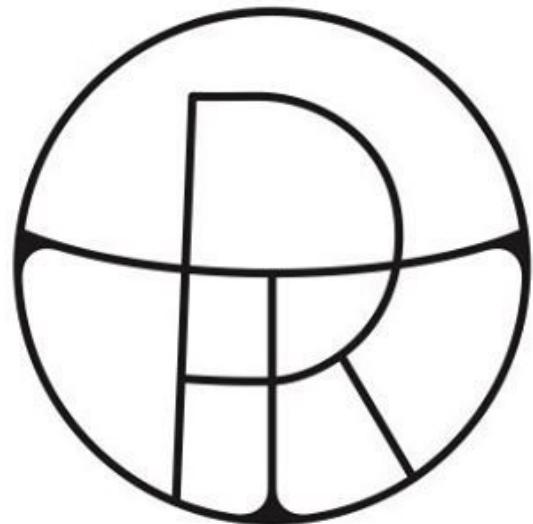
The prices at The Row can be really expensive, ranging from \$300-\$7000 because they offer more sustainable material-made items as everything is also mostly handmade.



(The row black leather flats, The row.com 2024)



(The Row Autumn 2024 ready to wear collection)



(The Row logo, 2025)

The difference between the Row and Alaïa is that Alaïa is more affordable since not all of their products are made from sustainable resources and therefore they are trying to make the brand more recognizable by its logo or trending items.

P

International trade may be affected by tariffs when exporting abroad. e.g. UK after Brexit, import prices increased by 11%, making it more expensive for Alaia to sell in UK. (Brexit inflation, 2023) This will tighten profit margins too. Also, political change might be hard to predict and wages can always rise, which means they will have to pay workers more.

E

Economic recessions will decrease consumer spending. Since Alaia offers high prices, less customers will buy when economic downturns. However, when people can afford luxury prices it is usually normal for them to have the money regardless of the economic cycle.

Emerging economies can offer growth for brand expansion and target new markets.

S

The change in customer preferences are hard to predict and may fluctuate demand of goods. Alaia's timeless designs resonate with wealthy customers who prefer high quality over fast fashion. Gen Z are becoming key drivers of the fashion industry, which need the brand to employ a more digital presence within its marketing strategies.

T

The opportunity to use E-commerce can enhance customer service as products can be sold everywhere at any time, and makes them available to everyone worldwide. Platforms such as Instagram will improve brand recognition as it can reach younger audiences through online content strategies and increase customer pool.

L

The need to comply with global labor laws must be met or there will be fines. This includes fair wages and working conditions, which are critical for maintaining a good brand image. Lately, Alaia hasn't been paying fair wages to employees - the rating from "Good on You" analysis on people is 2/5, meaning the staff is not satisfied working there.

E

Environmental laws within production can affect the pace of goods making. Consumers expect brands to promote sustainable practices, such as using eco-friendly materials and minimizing waste.

Threat of new entrants:

a brand that emerges really quickly can take all of the market audience for Alaia. For example, Jacquemus has risen so much in popularity that competitors such as miu miu had to adjust their prices and launch new pieces to stay competitive. Alaia still competes with Jacquemus (not directly) as they target the same consumer: women with high budgets for fashion spending and minimalist taste.

Bar- gaining Power of Suppliers:

Alaia obtains its materials from very skilled artisans, which gives suppliers some leverage. Since Alaia is affiliated with Richemont they can negotiate power and access to a large supply chain and they can ensure loyalty from suppliers. This will ensure the craftsmanship quality they aim to sell and brand reputation will stay strong.

PORTER`S FIVE FORCES

Bar- gaining Power of Buyers:

Alaia caters to luxury consumers and they can sometimes be discerning and demanding, expecting the best quality- especially for the amount they pay for the products. That is why Alaia should always offer the best service to consumers so they build consumer loyalty and customers are always willing to pay high prices for the good service.

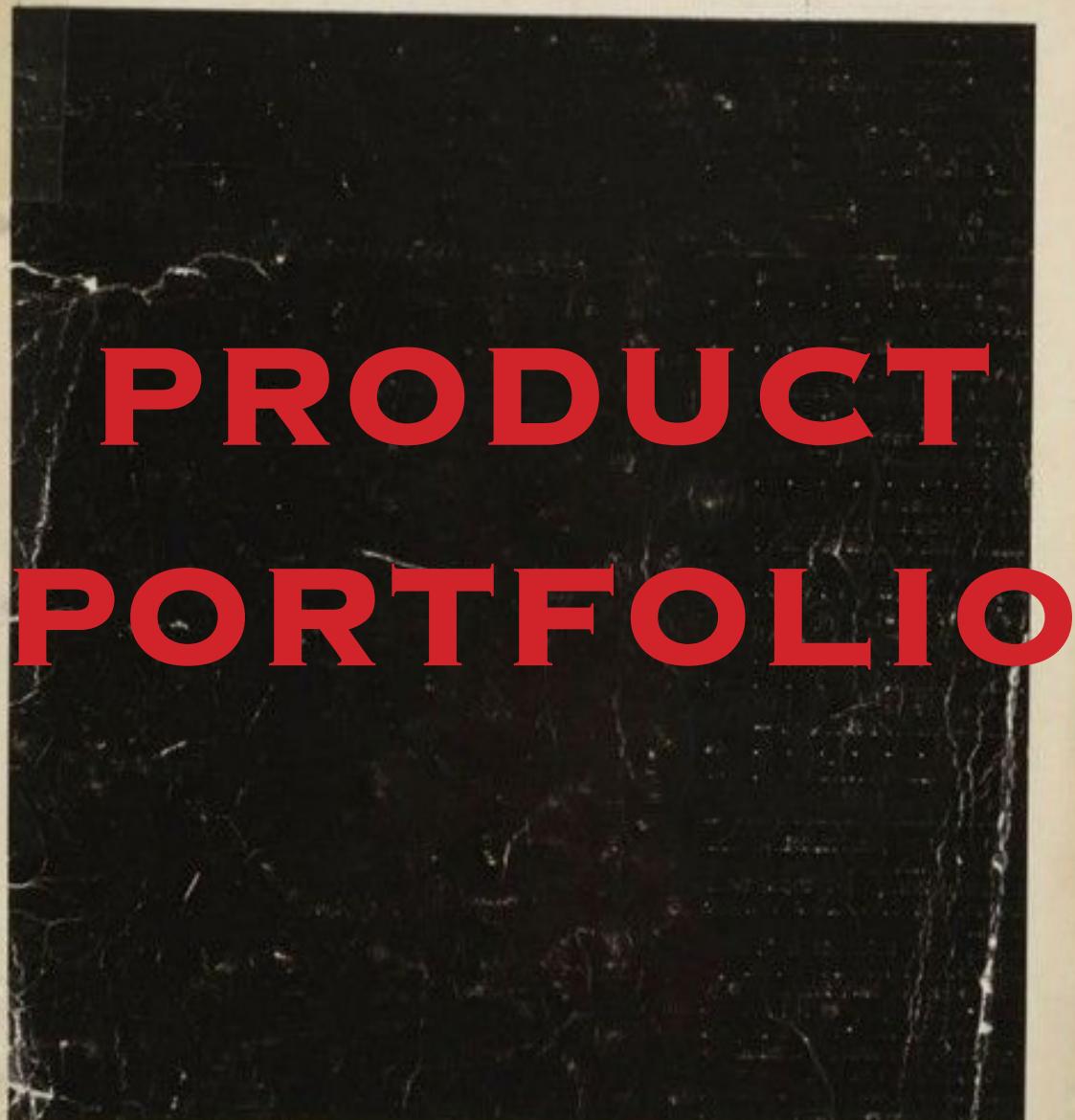
Threat of Substitutes:

Direct competitors such as The Row and Chloe offering similar products can outgrow Alaia if they don't remain competitive. They cater to similar clientele (high income earners). The growing demand for sustainable and eco-friendly fashion intensifies this threat and will force Alaia to implement more sustainable materials and sustainable message within the brand.

KUNST

55/1

1979





LE COEUR MULES IN
PATENT CALFSKIN



HOODED WOOL
BIKER JACKET



ART DECO NECKLACE



ASYMMETRICAL KNIT DRESS



FRINGED WOOL SKIRT



FRINGED LEATHER BELT

Alaia's product range consists of women's wear only. Although men also purchase often. According to Similar web, Alaia's online audience comprises of 80.7% female and 19.3% male consumers, which means they could extend their product range to male audiences and increase revenue. (alaia's demographic, 2024). Alaia offers ready-to-wear collection with dresses, structured knitwear, and tailored sets. Accessories include laser-cut handbags, belts, and small leather items, while footwear includes architectural designs like lace-up heels and boots. Now they have swimwear and a fragrance line. Each piece is a combination of craftsmanship with cutting-edge materials like stretch fabrics and laser-cut leather. Their products are made for a clientele that has high income and look for innovating brands.

What sets Alaia apart is its dedication to innovation. Alaia's principle was not to focus on trends, but lately they have been taking advantage of it so they can target more customers via social media. The latest item seen on platforms is the Teckel bag, which has been increasing online visits on their website. (see appendix for the website)

T H E B A Z A A R

WHAT TO BUY AND HOW TO WEAR IT

EDITED BY JACLYN ALEXANDRA COHEN

ALAÏA'S LE TECKEL SHOULDER BAG, *named for the French word for DACHSHUND, is the perfect COMPANION for chunky LAYERS and puffy COATS, with its elongated SHAPE and extended STRAPS*

ACCESSORIES DIRECTOR: MIGUEL ENAMORADO; PROP STYLING: SONIA REINTSCH; BUY ON shopBAZAAR.com



*Leading
THE PACK*

Alaïa Le Teckel bags, \$2,150–\$3,100;
shopBAZAAR.com



Alaïa's Le Teckel, means "Dachshund" in French, and its a name inspired by the creative director Pieter Mulier and Azzedine Alaïa's love for dogs (The Bazaar Magazine). The shape is similar to the dog breed Dauschund. This bag has gained attention and has been seen on celebrities which has increased Alaia's popularity throughout

In comparison to other bags, such as The Row's Margaux, Alaia's Le Teckel is a unique design that went viral on TikTok and spotted new customers whose income is high. This bag is sold in 6 colours and prints, and it looks very small but still can fit items inside (27cm X 9cm X 8cm), which gives it a feminine and chic touch. It is also easier to carry around just under the arm



(the Taeckel Bag, Alaïa)

COMPETITOR ANALYSIS

ALAIA VS THE ROW:

Alaia:



textured-leather
shoulder
bag

"Le Teckel"

customers
want to
buy luxury
items with
visible logos - to
recognize the
brand

The Row:



"Soft Margaux"

black
leather
shoulder
bag

Available in
4 more nude
colours

£1,750
size
is smaller
Thin
shape

bigger
size,
more useful
since more
things can
fit in.

+1 more
colour

£4,360
Made in Italy



no
visible
logo,
customers
are looking
for 'quiet
luxury'.
They might
just buy
for the good
quality.

5: PRODUCT PORTFOLIO

ALAIA VS CHLOE:



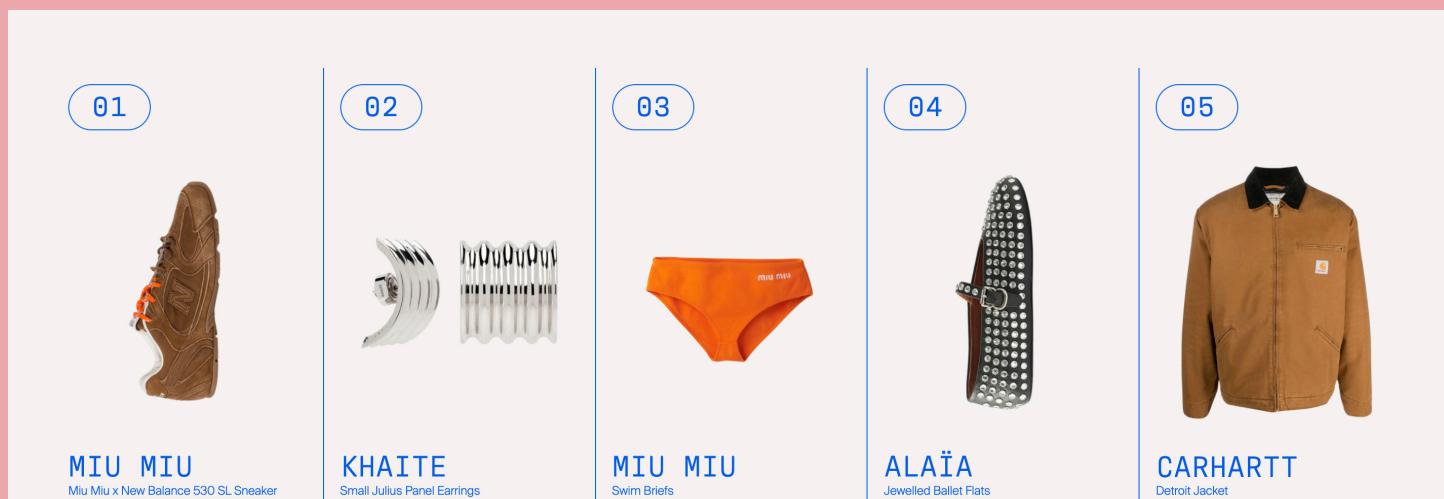
BRAND VALUE

In 2023, Alaïa's website generated approximately \$5.3 million in net sales, with the United States being the primary market (ECDB, no date). This means the brand is entering a growth era but might decline later on if they don't do extension strategies such as new brand lines or products that would become a trend.

According to the Lyst index of 2024, on the third quarter, Alaïa was the fifth hottest brand worldwide, with the hottest item being the Teckel bag and the Ballerine flats. The increase of searches for Alaïa was of 51% (Lyst, 2024)

HOTTEST BRANDS				Q3 - 24	
01 MIU MIU	^	+1	11 VERSACE	▼	-5
02 LOEWE	▼	-1	12 SKIMS	—	
03 PRADA	—		13 MONCLER	▼	-4
04 SAINT LAURENT	—		14 RALPH LAUREN	NEW	
05 ALAÏA	^	+12	15 COACH	^	+5
06 BOTTEGA VENETA	▼	-1	16 TOTEME	NEW	
07 JACQUEMUS	^	+1	17 BALENCIAGA	▼	-10
08 GUCCI	^	+2	18 LOUIS VUITTON	▼	-3
09 THE ROW	^	+7	19 VICTORIA BECKHAM	NEW	
10 VALENTINO	^	+1	20 CHLOÉ	NEW	

(lyst index, 2024)



Alaïa's jeweled Ballet Flats were the fourth hottest item after Miu Miu and Khaite's items. Social media platforms have been promoting the ballerina aesthetic with the Alaïa flats on influencers' outfits of the day, Substack recommendation lists, and TikTok unboxings. They are usually sold out but most retailers sell them now, with dupes from Amazon and Mango. Instead of heels, women are now shopping for more comfortable styles, such as mary janes, kitten heels and ballet flats, particularly weird ones (Chantal Fernandez, 2024).



(Alaïa flat cinematic universe The Cut; Photos: Retailers)



BRAND EVALUATION

ALAÏA

FEI FEI—PARIS, 10.2024
PHOTOGRAPHED BY DAVID SIMS
WWW.MAISON-ALAIA.COM

PARIS

(Alaia website, 2024)

ANSOFF MATRIX

	MARKET DEVELOPMENT This strategy consists of selling the same product portfolio to new markets. For example, not changing anything about the products but start selling in other places such as the Middle East, Asia or Australia. Alaia could open new flagship stores in places where there are high-income earners and will increase brand awareness. This is if they can reach more people, the more revenue they can sell. However, the products may not always be the same for every continent for example the ballet flats- these only can be used in places where the weather is not as cold, for example in South America they could always be sold, but in northern countries the product would have to be adapted to local need and will be expensive to adapt.	DIVERSIFICATION Diversifying involves targetting new markets and changing the product portfolio. For example, Alaia could launch a menswear line that targets new male audiences (as they don't already have one) and new products will attract more customers. This line could include some of the existing products that already exist for women, but tailored to men's body, for example, jackets, boots or shirts. Even though Alaia's brand aim is to focus on female body, diversifying by targetting male customers will increase market share and will differentiate Alaia from its main competitors: Chloe and The Row.
Existing markets	MARKET PENETRATION This is selling the same products to new markets. It is one of the safest strategies Alaia can adopt as they won't have to do any market research to target new customers and won't have to adapt any product to local needs. However, it is the less rewarding because if they don't expand to new markets, they will not be able to increase brand awareness in other places and competitors could outgrow Alaia. On the other hand, if they keep selling to the same people, customers will start building brand loyalty in their established market. It is cheaper not to do any product development since there won't be much research to invest in. e.g of this strategy: collaborations with influencers, ads on online platforms and shop campaigns.	PRODUCT DEVELOPMENT Introducing new products to the same customer base. e.g launching a new type of dresses or other colour of the taeckel bag to spot the same customers but to introduce new items to buy. This strategy is good for when they have products that become a fashion trend but will later on will decline in the trend cycle. For example, the studded ballet flats have been trending over the internet and may saturate consumers. Then Alaia may need to start extending the product portfolio for new items that will be sold more than trendy items. No investment will be needed for market research as the same customer base will be targeted.

Existing products

New products

GLOBAL GROWTH: SWOT

strengths

- Global brand recognition for timeless and innovative designs. They stand out as a brand for “different” garments. Having stores in big capitals such as Tokyo, London, Paris and new York, increases market share and recognition worldwide.
- Prestige of customer base: people with high-income affording alaia stay loyal to the brand and are willing to pay premium for quality. Wearing Alaia also has become lately a status symbol of creatives or entrepreneurs earning high incomes.
- Brand identity is rooted in Azzedine Alaia's legacy, which creates brand history and curiosity for customers. (Alaia History, 2020)

weaknesses

- Limited market reach: the high prices limit the brand to reach to a broader audience, especially in places where GDP is low, such as South American countries. (Vogue business, 2022)
- Low brand visibility for customers compared to other big fashion houses such as Gucci and Miu Miu (this is due to the small campaigns that Alaia does because wants to remain niche, but can affect their visibility)
- Having trendy pieces such as the flats or the Haeckel bag can later on seem affected by the trend cycle and will decline, meaning they will have to launch new pieces.

opportunities

- Expanding product lines such as make up can attract to new audiences and increase market share.
- Launching more marketing campaigns using AI or social media can reach to younger people and will promote brand recognition amongst the youngsters.
- Promoting sustainable practices to emphasize the good use of materials used within the brand, green-minded people will appreciate Alaia.
- Selling in emerging countries can boost profit (Mexico or India) but it can also be risky since it's not easy to predict demand.

threats

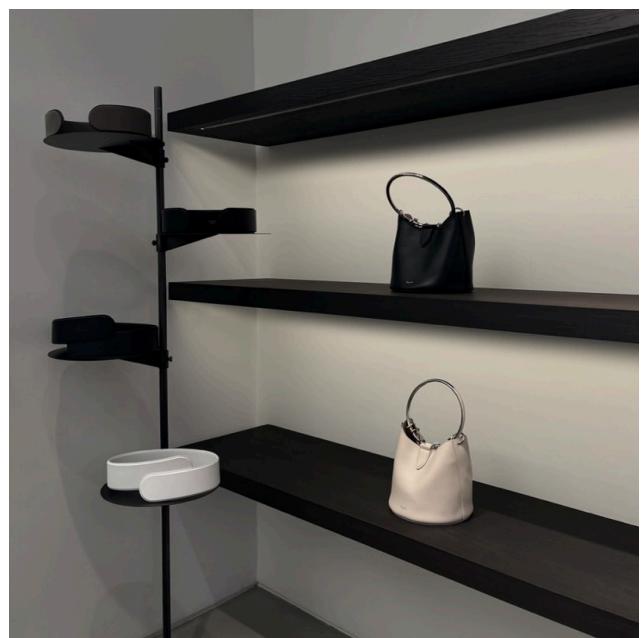
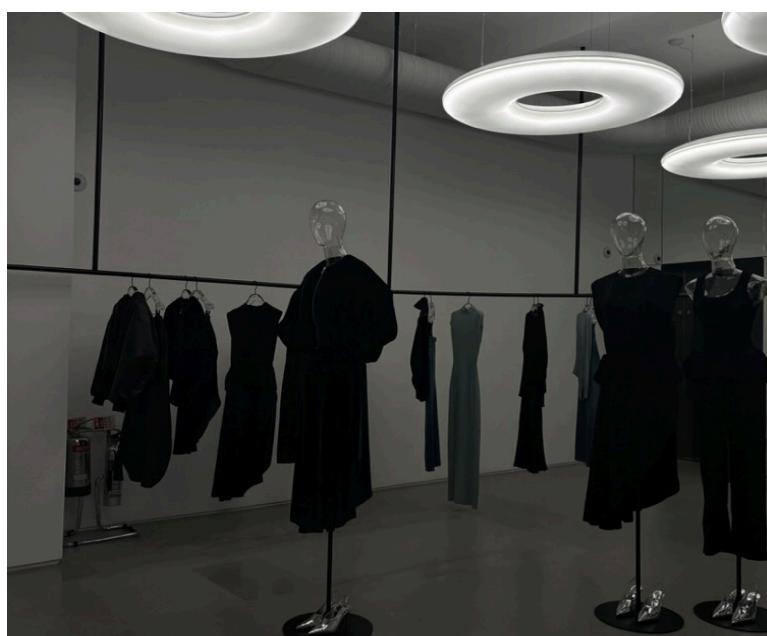
- Economic instability or quick political change can threaten demand. Especially in countries where the brand is based such as UK (brexit), France or Italy.
- New entrants to the fashion luxury market can increase competition and outgrow Alaia. The brand will have to develop new USP and target new audiences (e.g male clothing)
- Social changes: Trends and customer wants are hard to predict, especially with younger generations- it requires a lot of investment on market research.

RETAIL SPACES: ALAIA NEW BOND STREET, LONDON.

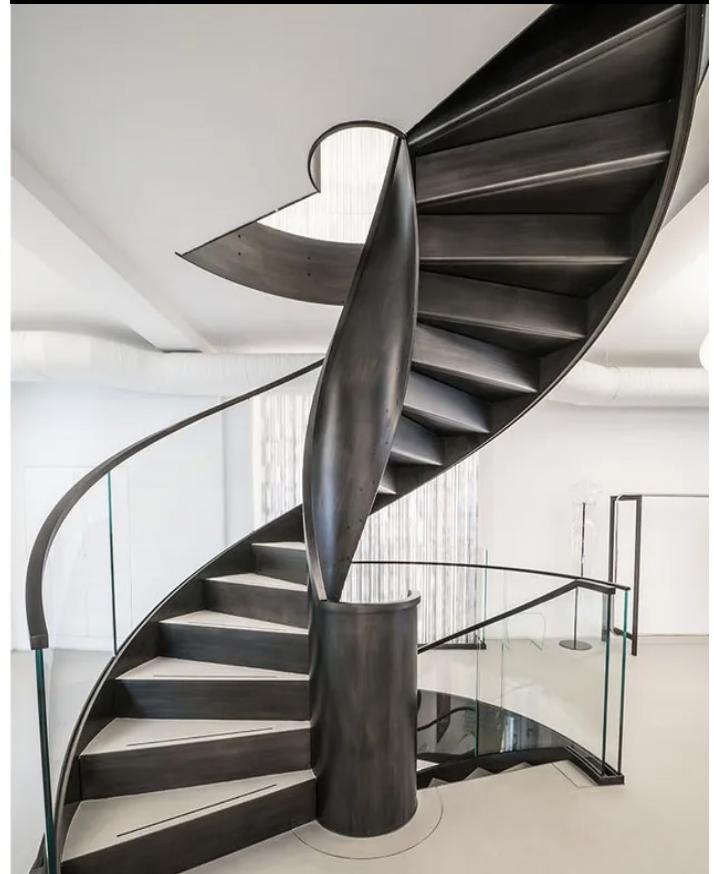
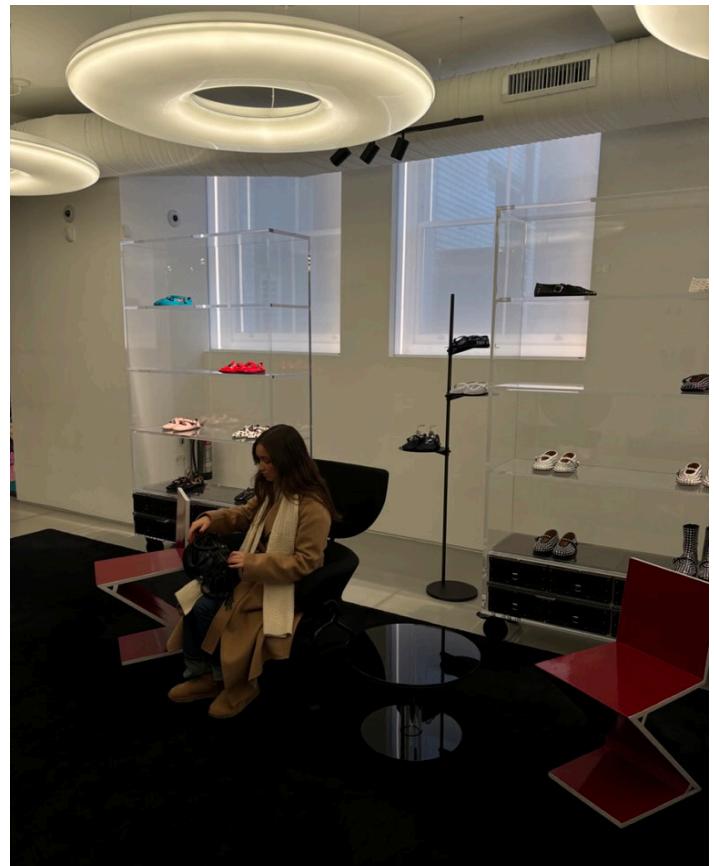
The exterior of the shop is very modern but at the same time looks historic with large windows and the medium-sized Alaia sign. The big windows allow customers to peak into the products from the outside, which attracts walking passers-by. The neighbouring shops are Fendi, Jacquemus and Brunello Cuchinelli, which implies that it is located on a luxury shopping street, giving it prestige to the shop. Although these neighbouring brands are not direct competitors, they can attract more customers since they are big brand names and are highly recognized.



(Alaia London Store, Vogue , 2018)



The interior of the shop is elegant and minimalist. The security guard in the entry implies luxuriousness for the brand as the shop needs to be staffed properly. Each item is organized by section. The main floor features all the bags on display, along with the latest collection. The second floor has the earlier collection, which was the one from winter, with sofas in the middle for people who want to sit while shopping. There is also the shoe section at the end with chairs where you can sit down and try on the shoes. The fact that there's much room to sit down encourages customers to relax so they can spend more time at the shop. (see appendix comparative shop template)



Staircase connecting both floors designed by Aukett Swanke (Azzedine Alaia Boutique - Aukett Swanke, 2023)



(Alaïa Jacket Tag, no date)

CONCLUSION-

FUTURE POTENTIAL AND RECOMMENDATIONS FOR THE BRAND

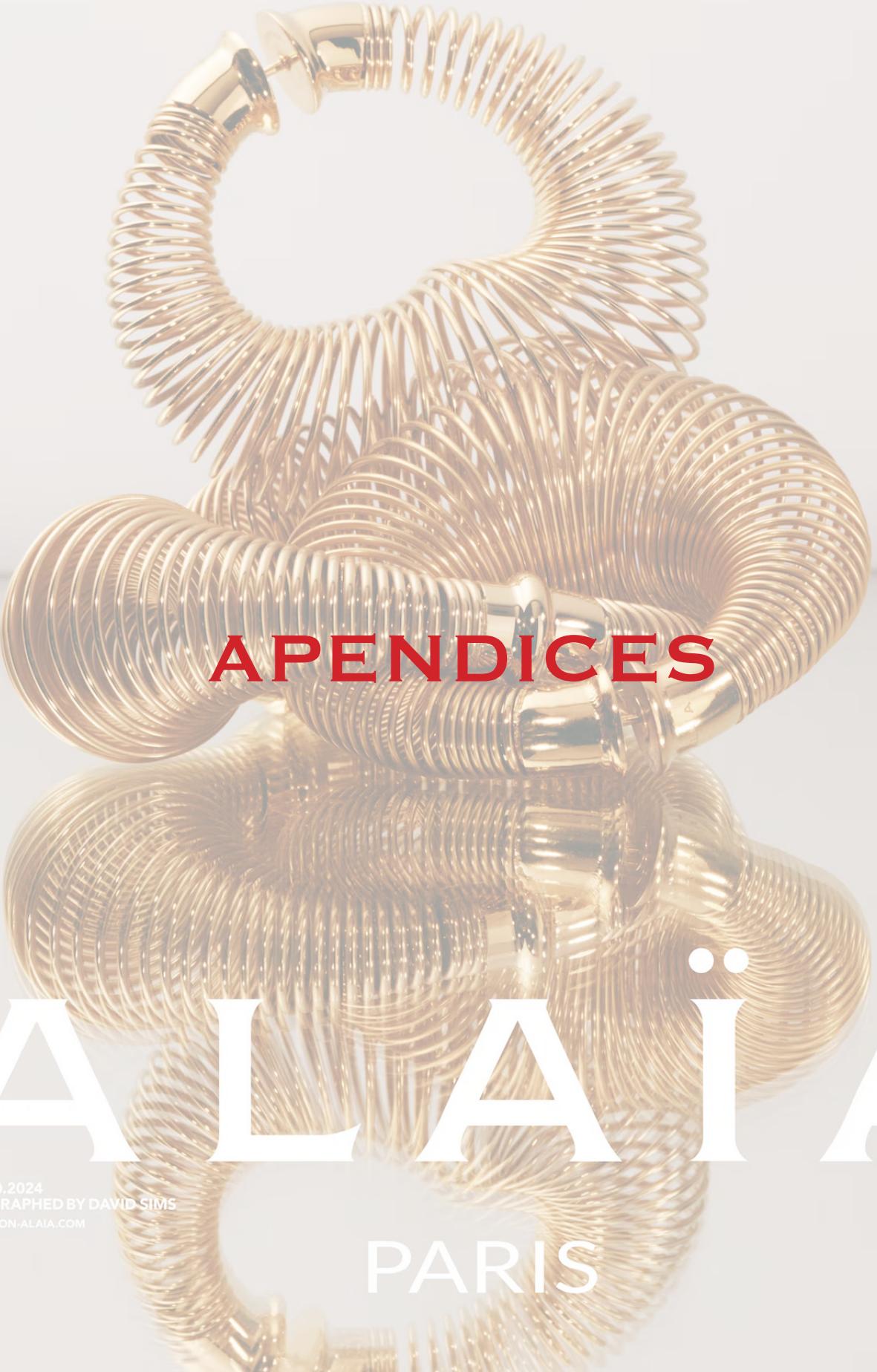
Maison Alaïa has huge growth potential. By diversifying (ANSOFF matrix), they should expand its product portfolio to a menswear line. With approximately 19% of its website visitors being male, there is a clear interest from this demographic (similarWeb, demographics, 2024).

Even though Alaïa's brand idea at the start was about empowering the female body only, creating stuff for men will allow the brand to tap into a new customer base and increase sales while growing brand awareness. However, they would be entering into a new competition environment with menswear brands such as Zegna and it would be risky. This would have to require a lot of investment on market research to develop a good male collection and don't ruin brand reputation.

Moreover, due to the increasingly awareness for sustainability practices in fashion, Alaïa should opt for a more eco-friendly system. They are already a slow fashion manufacturing chain so it is more sustainable than fast fashion, but in terms of the working environment, Alaïa should pay higher wages to employees so they improve brand reputation.







APENDICES

ALAÏA

PARIS

PARIS, 10.2024
PHOTOGRAPHED BY DAVID SIMS
WWW.MAISON-ALAIA.COM

APPENDIX A:

Comparative Shop Template

Store Details	
<ul style="list-style-type: none"> • Brand: Maison Alaia • Location: New Bond Street, London • Date & Time: 6th December 2024 • Site Characteristics: 6000ft store size, located between IWC and Fendi, in front of Zegna. 	
Exterior & Windows	
<ul style="list-style-type: none"> • Does the exterior attract attention against its competitors? It has a modern façade, the arched windows make the brand look sophisticated and minimalistic, which might attract new customers interest. It is also very big compared to IWC and with the glass big windows it allows people from the outside to peak into its products displayed on the windows. • Does the store encourage customers to enter and generate interest? It attracts more customers who know about the brand, as it is located next to bigger known brands which might attract a wider pool of people as they are not very niche. If someone who has heard about Alaia is walking by, they will definitely enter the shop as it displays products on the window. It also looks good on the outside and it gives off a sophisticated image of a niche brand. • How are the windows displayed? Are they 'dressed', give information to the customer? Are they inviting? They give information to the customers as the doors are glass as well and customers can peak into the shop even if they are outside. The two main big windows display the current collection being sold and the items displayed change every 2 weeks or each month. • What are the entrances to the store? Do they have multiple, automatic, open/closed, security, staffed? Big two glass doors. One security guard on the entry which implies it is a luxury store and needs to be staffed correctly. 	
Interior & Layout	
<ul style="list-style-type: none"> • What is the store size, layout, flow, do they offer additional services? It has three floors connected with a snail black staircase and they offer a tailoring service for their own products. The lighting includes Large Pelota ring luminaire pendants designed by Marc Newson which make the environment of the shop warm and light. It also includes chairs designed by Gio Ponti and Rietveld. All of these decorations give the shop a personality that communicate Azzedine Alaia's interest for modernism, sophistication and creativity above functionality. 	
Marketing	
<ul style="list-style-type: none"> • What is the brand communication and impact? Do the staff wear uniform/the retailer's clothes? Is there branding on the labels, tickets, carrier bags etc? Staff will wear a uniform with a small Alaia logo on it. The branding on all the products is small and emphasizes the idea that craftsmanship and good product quality matters more than labels and branding. 	
 <p>(Alaia's staff uniform: Alaia linkedin, no date)</p> <p style="text-align: right;">AE.</p>	
Customer Experience	
<ul style="list-style-type: none"> • What customer information & education is available? Is there access to ecommerce - iPads/PCs, digital applications? Staff offer information about past collections, such as runway locations, materials, curated artworks and access to e-commerce is given through the website on your personal device. If an item is not available, it will be via online. • Are there many signs and graphics? No, not many. There are signs describing some products and their materials, the price of each item is found on the label inside them- this means the price is not all that matters. The customer should see the product and quality first. 	

- **What is the promotional and markdowns activity?** Alaia avoids frequent promotional or markdown activities to maintain its exclusivity as a brand. Discounts would be given to end-of-season sales or for loyal customers. The brand will focus on selling valuable pieces through craftsmanship rather than promotional tactics.
- **What other services are available?** Styling consultations and tailoring service from staff.
- **How does the marketing and promotion differ to online/website?** Onsite, Alaia displays their products very well with each section per product. On the website they show high quality pictures and more of online campaigns and ads, often from social media (Instagram)

Merchandise Display

- **How is the product organised? Colour, brand, style, size, price.** The high end collections are located on the bottom floor, making it the first thing for the customer to see. The other products such as the shoes and bags (more viral items) are on the second floor, and they are organized by colour. There are also more winter clothes on the second floor and are all hung from clothing hangers. "The price is not relevant to the organization of the shop" (staff man, 2024)
- **What are the focal points, sight lines, adjacencies, destination areas?** For adjacencies, related items are located nearby.
- **How are the fixtures, mannequins, props displayed?** Fixtures: wood glass and metal complement some mannequins and to hold some products. Props include artworks and furniture designed by interior designers.

Website & Online Presence

- **How easy is the brand to find when using search engines?** Alaia comes up as Maison Alaia as it's the second google suggestion after "alaia" typed.
- **Is it informative, engaging, and inviting to click further? The navigation menu is straightforward, it has direct access to categories such shoes, Accessories, and specific collections. The website has also a store locator.**
- **Are there any links to - promotions/MDs, newsletter, new product?** Depends on the time of the year, when close to sale seasons yes.
- **How much product is featured? Is this different to in-store?** The store doesn't have all products displayed but on the website they are all available.
- **What are the search options? (Colour, brand, style, size, price).** Filtered by size, colour and price.
- **How is pricing communicated? Is it subtle or bold?** Online, it is communicated under each item with the same font as the whole website, so subtle. In person it is located on each label with Bold font so it stands out.
- **Does the landing page appeal to the target customer?** It is a minimalistic visual approach that shows a single product or campaign and it appeals to whom it's looking at the website in detail.
- **Is the site Omni channel/mobile friendly/ do they have an app or other digital/tech services?** The website is mobile friendly for any device. However, they don't have an app yet.
- **What is information is offered to the customer?** Detailed product descriptions, sizes, care instructions, and collection materials.
- **How easy is it to search for specific items?** Very easy with the filters about sizes, colours and price.
- **How easy is it to navigate around the website - favourites/wish list?** Navigation is up to the customer, with a clean layout and quick links to each section and there is a basket for anything that the customer wants to add.
- **What information does it give you about the product?** Quality, materials, sizes, price and related products.
- **Is there opportunity to communicate with the brand - instant messages, questions, help, and review information?** The site offers customer support via email and phone, live chat for real-time assistance. Alaia may also provide a contact form for inquiries.

APPENDIX B: SOCIAL MEDIA AUDIT

ALAIA VS CHLOE, THE ROW

ALAIA

Networks	Followers	Following	Post frequency	Likes/views	Most used hashtags
Facebook	8.6k	not displayed	Every 3 or 4 months	8.1K	#alaia #alaialeteckel
Twitter	3	0	Every 2 months, most active at the end of each year	average views of 15k	Every month
Instagram	1.6 M	1	3 consecutive days every week. Not during holidays.	average 2k likes on each post, except on some viral ones due to celebrities or influencers reposting, 18k	#alaia #alaia2024 #petermulier #leteckelbag
Pinterest	Not active	not active	not active	not active	not active
Tiktok	33.5k	0	Twice a month.	102,700 likes	#leteckelbag #alaia

CHLOE

Networks	Followers	Following	Post frequency	Likes/views	Most used hashtags
Facebook	1.8M	not displayed	every month	2.9M	#chloe #chloe2025
Twitter	not active	not active	not active	not active	not active
Instagram	11.3M	1	Every 2 days	3K when posting products, 11k when posting campaigns.	#chloe #chloespring25 #chemenakamali
Pinterest	not active	not active	not active	not active	not active
Tiktok	not active	not active	not active	not active	not active

APPENDIX C: WEBSITE PAGE

LOCATION: GB | CUSTOMER CARE | BOOK AN APPOINTMENT | STORE LOCATOR

SEARCH | LOG IN | SHOPPING BAG (0)

ALAÏA

NEW READY-TO-WEAR BAGS SHOES ACCESSORIES COLLECTIONS ABOUT ALAÏA

LATEST ARRIVALS

PRODUCT LINE ▾ CATEGORY ▾ COLOUR ▾ SIZE ▾ MATERIAL ▾ ORDER BY ▾



NEW IN NEW IN NEW IN NEW IN

Main page: “new” section, includes all images of new products and their prices once clicked. The website is not confusing at all when scrolling through products since there are divisions between products and collections. It is easy to organize selected items on the shopping list.

LOCATION: GB | CUSTOMER CARE | BOOK AN APPOINTMENT | STORE LOCATOR

SEARCH | LOG IN | SHOPPING BAG (0)

ALAÏA

NEW READY-TO-WEAR BAGS SHOES ACCESSORIES COLLECTIONS ABOUT ALAÏA

Latest Arrivals	All Ready-to-Wear	All Bags	All Shoes	All Accessories	Winter Spring 2025	15 Faubourg
La Ballerine	Coats & Jackets	Le Teckel	La Ballerine	Jewels	Summer Fall 2024	Campaigns
Le Teckel	Jumpers & Cardigans	Le Cœur	Le Cœur	Belts	Winter Spring 2024	Dialogues
Le Cœur	Dresses	Le Mina	Boots & Ankle boots	Small Leather Goods	Archives	+ + +
	Tops & Shirts	Cross-Body Bags	Tote Bags	Eyewear		
	Bodysuits & Leggings		Handbags	Flat Shoes	Other Accessories	
	Skirts			Mules	Perfumes & Candles	
	Pants & Shorts			Sandals		
	Denim					
	Knitwear					
	Swimwear					

NEW IN NEW IN NEW IN NEW IN

The menu options consists of 7 columns down with each divided into the products name or collections.

LOCATION: GB | CUSTOMER CARE | BOOK AN APPOINTMENT | STORE LOCATOR

SEARCH  | LOG IN  | SHOPPING BAG  (0)

ALAÏA

NEW READY-TO-WEAR BAGS SHOES ACCESSORIES COLLECTIONS ABOUT ALAÏA



15 FAUBOURG – ALAÏA OPENS ITS NEW FLAGSHIP STORE IN PARIS

A new Home for Alaïa in Paris

Alaïa is pleased to announce the opening of its new flagship at 15 Rue du Faubourg Saint-Honoré. This iconic Parisian address embodies a meeting point between Alaïa's timeless heritage and a new chapter in its story. Alongside the two other historic spaces on Rue de Moussey and Rue de Marignan, each representing a distinct facet of Alaïa, this new location completes the trilogy of the Maison's Parisian addresses while preserving the same intimate and familial spirit that defines the house. It also symbolizes the realization of Azzedine Alaïa's dream of having a boutique on this legendary street.

Designed by architects Kazuyo Sejima and Ryue Nishizawa, in collaboration with Pieter Mulier, 15 Faubourg acts as a dynamic yet warm space where art, design, and fashion engage in dialogue. Departing from classic retail, this unique boutique concept—one that will not be found elsewhere—offers a perspective that affirms and extends the identity and spirit of the Maison. It embodies a vision of luxury built on intimacy, warmth, and purity.

A true Home for Alaïa, the spectacular architecture of this new flagship draws inspiration from the Maison's design language, particularly the core concept of "second skins". Inspired by the silhouette of the emblematic Alaïa dresses and their soft, sculptural forms, the interior evokes an enveloping ambiance. The ground floor, conceived as a unique experience, features four transparent tubular rooms, brightened by soft pink hues, each dedicated to a distinct range of clothes and accessories. Here, the boundaries between architecture and retail dissolve, guiding visitors through

Alaïa provides brand information under "About Alaïa" where they update once there's new stores opening, campaigns launching, or when there will be a new collection added. This keeps the customer up-to-date and can develop strong customer interest which builds customer loyalty.

LOCATION: GB | CUSTOMER CARE | BOOK AN APPOINTMENT | STORE LOCATOR

SEARCH  | LOG IN  | SHOPPING BAG  (0)

ALAÏA

NEW READY-TO-WEAR BAGS SHOES ACCESSORIES COLLECTIONS ABOUT ALAÏA




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