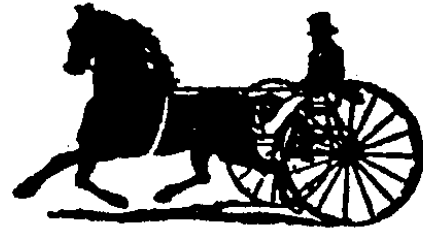


Classification Project



CÉLINE

Women's Heels
Spring/Summer 2024

Elizabeth Stonehouse
FM 206 Professor Geib

Company Background

- Celine is a French luxury fashion brand that was founded in 1945 by Céline Vipiana. The brand initially started as a made-to-measure children's shoe business, and it gradually expanded its offerings to include women's shoes and accessories. Céline Vipiana and her husband, Richard Vipiana, ran the business and gained a reputation for high-quality craftsmanship and attention to detail.
- In the 1960s, Celine began to evolve into a ready-to-wear fashion brand, and its designs gained popularity for their minimalist and timeless aesthetics. In the 1990s, American designer Michael Kors was appointed as the creative director of Celine, and he introduced a modern and youthful energy to the brand. In 1996, LVMH a multinational luxury conglomerate, acquired Celine. This marked a significant turning point for the brand, as it provided the financial resources and global reach needed to expand further.



Company Background cont.

- Over the years, Celine has had several creative directors who have left their mark on the brand's identity and aesthetic.
- Celine has expanded its product range to include ready-to-wear clothing, handbags, shoes, eyewear, and accessories. The brand's boutiques and presence can be found in major fashion capitals around the world.
- Throughout its history, Celine has remained a symbol of French elegance and luxury, and it continues to be a highly regarded fashion brand with a global presence. Its ability to evolve and adapt to changing fashion trends while maintaining a sense of timelessness has contributed to its enduring appeal.



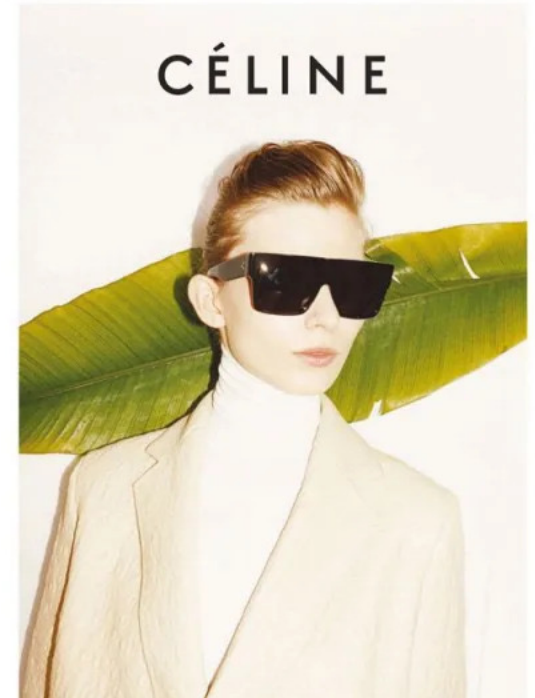
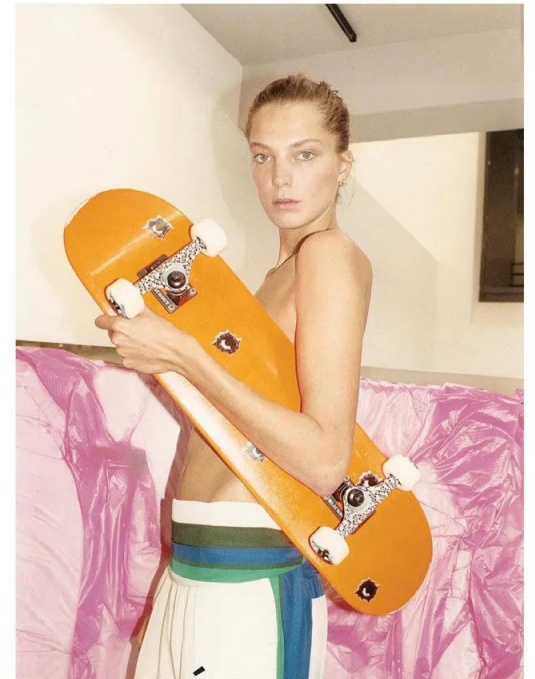
Target Market

Demographics:

- **Age:** Generally, Celine caters to adults, typically ranging from their late 20s to 50s and beyond.
- **Gender:** Celine offers both men's and women's fashion, so its target audience includes both genders.
- **Income:** Celine's products are relatively high-priced, so its target customers often have a higher disposable income. They are willing to invest in premium and luxury items.

Psychographics:

- **Lifestyle:** Celine's target market often values a luxurious and sophisticated lifestyle. They appreciate high-quality materials, craftsmanship, and exclusive designs.
- **Fashion Savvy:** Celine customers are fashion-conscious and seek unique, elegant, and timeless pieces. They often follow fashion trends and are interested in designer brands.
- **Exclusivity:** Celine's customers appreciate the exclusivity associated with luxury brands. They want to stand out and own items that are not widely accessible.



Target Market cont.

1. Geographics:

1. Urban Centers: Celine boutiques are typically found in major fashion capitals and affluent urban centers around the world, such as Paris, Milan, New York, London, and Tokyo. This reflects the brand's focus on urban and cosmopolitan customers.

2. Behavioral Factors:

1. Brand Loyalty: Celine has a strong following among fashion enthusiasts who appreciate the brand's history, quality, and design aesthetics. Customers may be loyal to the brand and often return for new collections.
2. Occasion: Celine's products are often considered for special occasions, such as formal events, parties, or important business meetings.
3. Online Shopping: Celine has a strong online presence, catering to customers who prefer to shop online and providing accessibility to a global customer base.

Interests and Values:

- Sustainability: Some Celine customers may also value sustainability and ethical practices in fashion. While luxury brands often focus on exclusivity, there is a growing interest in environmentally friendly and socially responsible products.

Classifications of Women's Heels

- 1: **The Kitten heel**
- 2: **The platform heel**
- 3: **The slingback heel**
- 4: **The peep toe heel**
- 5: **The wedge heel**



Kitten heel: Trend Forecasting

Kitten heels are low, slender heels, typically ranging from 1.5 inches to 2 inches in height. Fashion snoops forecasted a retro revival for SS24. Kitten heels had a strong association with retro fashion, particularly the 1950s and 1960s. The trend was seen as a nod to vintage style, and many fashion designers and brands incorporated them into their collections.

- The pointed toe kitten heel's specific yet versatile shape allows for designers to get creative through statement hardware, handcrafted appliques, and leather manipulation.
- The importance of this classic heel connects back to its popularity in the early 00s- a period that remains a constant reference point for many designers as well as consumers.



Kitten Heel: Subclassifications

- **Slingback kitten heel (STYLE)**
- **Peep toe kitten heel (STYLE)**
- **Mule kitten heels (STYLE)**
- **Mesh kitten heels (FABRICATION)**
- **Point toe kitten heels (STYLE)**

Kitten Heels: Visual Assortment



Steve Madden BRADI
BLACK kitten heels
\$99.95



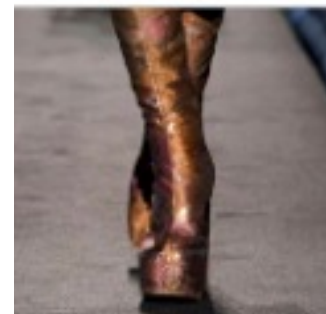
Ralph Lauren Lolah Nappa Leather
Slingback
\$155



Jeffrey Campbell Gratis Heeled
Mule
\$145

Platform heel: Trend Forecasting

Platform shoes have often experienced waves of popularity tied to nostalgia for the 1970s and 1990s. These decades saw platform shoes being a significant fashion statement, and designers frequently drew inspiration from these eras. FashionSnoops forecasted that platforms are here to stay as they add a level of spunk and comfort hard to achieve with other styles of shoes. Chunky and bold platform soles have come to be a prevalent trend in recent years.



Platform heel: Subclassifications

- **Animal leather platforms (FABRICATION)**
- **Peep toe platforms (STYLE)**
- **Lace up platforms (STYLE)**
- **MaryJane platforms (STYLE)**

Platform heels: Visual Assortment



Gucci Python Platform Heels
\$2,445



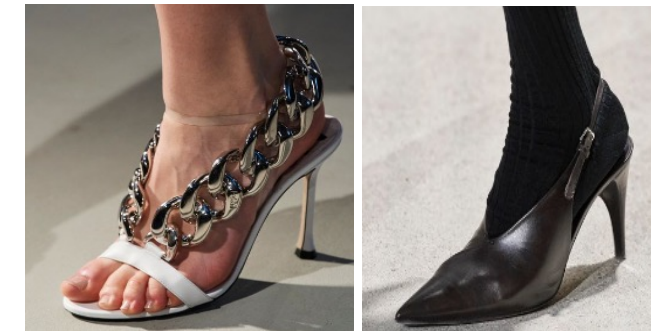
Dolls Kill Up In The Air
\$58.00



Stuart Weitzman
Discopatform Sandal
\$495.00

Slingback Heel: Trend Forecasting

Since the resurgence of extravagant, high fashion dressing post covid, slingback heels have been everywhere. While slingbacks are certainly nothing new, designers have been able to interpret the timeless staple in unique, fresh, exciting ways. This example from Prada's FW22 Collection is a perfect example of a new take on the classic design.



Slingback heel: Subclassifications

- **Point toe slingback (STYLE)**
- **Square toe slingback (STYLE)**
- **Block heel slingback (STYLE)**
- **Kitten toe slingback (STYLE)**
- **Open toe slingback (STYLE)**

Slingback heels: Visual Assortment



Pedro Garcia Wind Slingback Sandal
\$540



Sam Edelman Jildie Platform Slingback Sandal
\$140



Zara Heeled Wedge \$69.90

Peep Toe Heel: Trend Forecasting

According to a recent VOGUE article titled “*The Peep-Toe Shoe Is Coming for Us All This Autumn*”, well, I’m sure you can guess by the title; the peep toe is back! Peep-toe shoes are characterized by a small opening at the front of the shoe that allows a glimpse of the wearer's toes. While the classic peep-toe design featured a small round or oval opening at the front, some variations included different toe shapes, such as square or asymmetrical openings, to add a unique touch to the style.



Peep toe heel: Subclassifications

- **Peep toe block heel (STYLE)**
- **Peep toe wedges (STYLE)**
- **Peep toe kitten heels (STYLE)**
- **Lace peep toe heels (FABRICATION)**

Peep Toe Heel: Visual Assortment



Alexander McQueen Punk metal-toecap
leather open-toe sandals
\$990



Vince Camuto Frasper
Peep Toe Shootie
\$139



Saint Laurent Martinique Silk
Embellished Peep-Toe Pumps
\$1,390

Wedge heel: Trend Forecasting

According to Fashion Snoops Wedges are one of the styles to watch for 2024. Wedge heels come in various styles, including sandals, pumps, boots, and sneakers. This versatility individuals to incorporate wedge heels into different aspects of their wardrobes, from casual to formal occasions. This versatility also allows designers to interpret this staple in new ways.



Wedge heel: Subclassifications

- **Mary jane wedge heels (STYLE)**
- **Platform wedge heels (STYLE)**
- **Lace up wedge heels (STYLE)**
- **Ankle strap wedges (STYLE)**
- **Peep toe wedges (STYLE)**

Wedge heel: Visual Assortment



Alaia La Sculpture
Patent Sandals
\$1,300



Cult Gaia Women's Inka Mini
Wedge Sandals
\$568



Loewe Terra Leather Wedge Clogs
\$990

Financials: Classification Planning Chart

Season Spring Summer 2024				
Year SS24				
Retailer - Celine				
Department of Business - Womens Heels				
<u>Classification name</u>	<u>Total Planned Dollar Sales by class</u>	<u>Average Unit Retail per classification</u>	<u>Unit Sales by classification</u>	<u>Classification % to total Sales volume</u>
1. Kitten Heel	\$ 2,000,000.00	550	\$ 3,636.36	20%
2. Platform Heel	\$ 2,000,000.00	700	\$ 2,857.14	20%
3. Slingback Heel	\$ 2,500,000.00	550	\$ 4,545.45	25%
4. Peep Toe Heel	\$ 2,000,000.00	700	\$ 2,857.14	20%
5. Wedge Heel	\$ 1,500,000.00	550	\$ 2,727.27	15%
Total sales \$ 10,000,000	\$ 10,000,000.00			

Financials: Subclassification planning chart

Classification Name	\$ Sales	Subclassification Name	\$ Sales	% to classification
1 Kitten Heel	\$ 2,000,000.00	Mesh (Fabrication)	\$ 450,000.00	23%
		Point Toe (Style)	\$ 275,000.00	14%
		Mule (Style)	\$ 340,000.00	17%
		Peep Toe (Style)	\$ 250,000.00	13%
		Slingback (Style)	\$ 685,000.00	34%
			\$ 2,000,000.00	
				100%
2 Platform Heel	\$ 2,000,000.00	Point Toe (Style)	\$ 245,000.00	12%
		Sqaure Toe (Style)	\$ 300,000.00	15%
		Block Heel (Style)	\$ 500,000.00	25%
		Lace Up (Style)	\$ 400,000.00	20%
		Open Toe (Style)	\$ 555,000.00	28%
			\$ 2,000,000.00	
				100%
3 Slingback Heel	\$ 2,500,000.00	Leather (Fabrication)	\$ 500,000.00	20%
		Point Toe (Style)	\$ 500,000.00	20%
		Square Toe (Style)	\$ 500,000.00	20%
		Sequin (Fabrication)	\$ 500,000.00	20%
			\$ 2,000,000.00	
				100%

Financials: Key Item Chart

<u>Key Item</u>						
<u>A</u> Name of Key Item	<u>B.</u> Name of Classification assigned to	<u>C.</u> Item unit retail price	<u>D.</u> Key item units	<u>E.</u> Item total \$ retail	<u>F.</u> what % does item represent to Class	
<u>1. Slingback Kitten Heel</u>	<u>Kitten Heel</u>	\$ 550.00	1200	\$ 660,000.00	34%	
<u>2. Open Toe Platform Heel</u>	<u>Platform Heel</u>	\$ 700.00	1000	\$ 700,000.00	35%	
<u>3. Leather Slingback</u>	<u>Slingback Heel</u>	\$ 600.00	900	\$ 540,000.00	27%	
<u>4. Peep Toe Block Heel</u>	<u>Peep Toe Heel</u>	\$ 550.00	1000	\$ 550,000.00	28%	
<u>5. Mary Jane Wedge Heels</u>	<u>Wedge Heel</u>	\$ 450.00	900	\$ 405,000.00	20%	

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