

Marketing 435

Assignment 6 - Segmenting the Modern Girl Market

The latest edition of the CR Fashion book continues to set the standard for multimedia “magazines.” It features articles on the revival of the fashion design series **Making the Cut**, The new **CR Men** publication and a ad for **Alicia Keys** Instagram Live performance last week.

In **Making the Cut** designers have to create fashions for a particular clientele and create a runway event and digital marketing campaign to support their brand. They are judged on how well they do this and asked to return to or leave the show.

Envision you have to design the marketing campaign for the new modern woman that you identified in the last assignment. For your campaign:

- 1) Describe the vibe or atmosphere generated by your examples of the new modern woman.
- 2) Select three looks/images that represent your line or brand of clothing. Describe what the look expresses.
- 3) What slogan would you use to represent your brand?
- 4) What would you name your brand.

Due Thurs. Nov. 12th.

