
Buying Plan for Arthur Arbesser Spring 2025 RTW for Dover Street Market in NYC

Nora Comtois, Dylan Blackman, Emy Yun, Lila Tsendjav

Target Market

The target market of Arthur Arbesser includes a diverse, fashion-forward demographic, with a focus on individuals:

- primarily affluent Millennials and Gen Z
 - seeking avant-garde designs and wearable art.
 - customers value exclusivity, innovation, and storytelling in fashion
 - a balanced mix of men, women, and genderfluid/non-binary shoppers
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Market Segmentation

DEMOGRAPHIC

- **age:** primarily Millennials and Gen-Z Millennials
- **gender:** gender-neutral approach, appealing to all genders through inclusive and unisex designs
- **income:** individuals from middle-to-upper income brackets, with disposable income to invest in luxury and unique fashion pieces, as well as window-shoppers who browse out of an interest in art
- **occupation :** young professionals, creatives, students, and influencers who are immersed in fashion, entertainment, or digital media, and who influence trends through social platforms

BEHAVIORAL

- **early adopters:** fashion enthusiasts who are often first to embrace new designers and trends
 - **collectors:** many of the shoppers view their purchases as collectible pieces rather than just clothing
 - **experience seekers:** they value the shopping experience as much as the products themselves, drawn to the store's curated, museum-like store atmosphere
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PSYCHOGRAPHIC

- **lifestyle:** often streetwear enthusiasts who are trend-conscious, culturally aware, and often engaged in creative industries like art, music, design, and media.
- **values:** prioritize individuality, self-expression, and creativity over mainstream fashion trends
- **interests:** avant-garde fashion, streetwear, and high-end designer collaborations; appreciate the intersection of fashion with art and culture; often follow other niche, cutting-edge labels, like Comme des Garçons
- **shopping habits:** seek out unique and limited-edition pieces, valuing quality and originality over mass-market appeal

GEOGRAPHIC

- primarily urban consumers, particularly those living in or visiting New York City, a global fashion and cultural hub



Buying Sheet

Arthur Arbesser - Dover Street Market

- a significant selection of black-and-white garments to align with Dover Street Market's merchandising aesthetic
 - predominantly black and yellow pieces to mirror the styling showcased in the lookbook
 - an array of short-sleeve shirts and dress shirts, chosen for their gender-neutral appeal and strong connection to streetwear, resonating with the target customer base
 - lightweight and versatile knitwear options, perfect for layering during cooler spring days
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