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

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## 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

### 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**

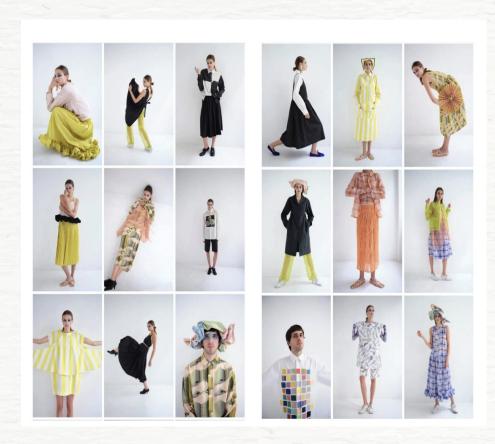
- early adopters: fashion enthusiasts who are often first to embrace new designers and trends
- **collectors:** many of the shoppers view their purchases as collectible pieces rather than just clothing
- experience seekers: they value the shopping experience as much as the
  products themselves, drawn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

#### **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**

#### <u>Arthur Arbesser - Dover Street Market</u>

- 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