6.5 Designer Themes

Goal: diverse portfolio

- Color and mood
- Men and women
- Target 25-54 age demographic
- Known names
- International appeal

Recommended themes



Ron Arad



Diane Von Furstenberg



Isaac Mizrahi



Rock & Republic



Vera Wang

Diane von Fürstenberg





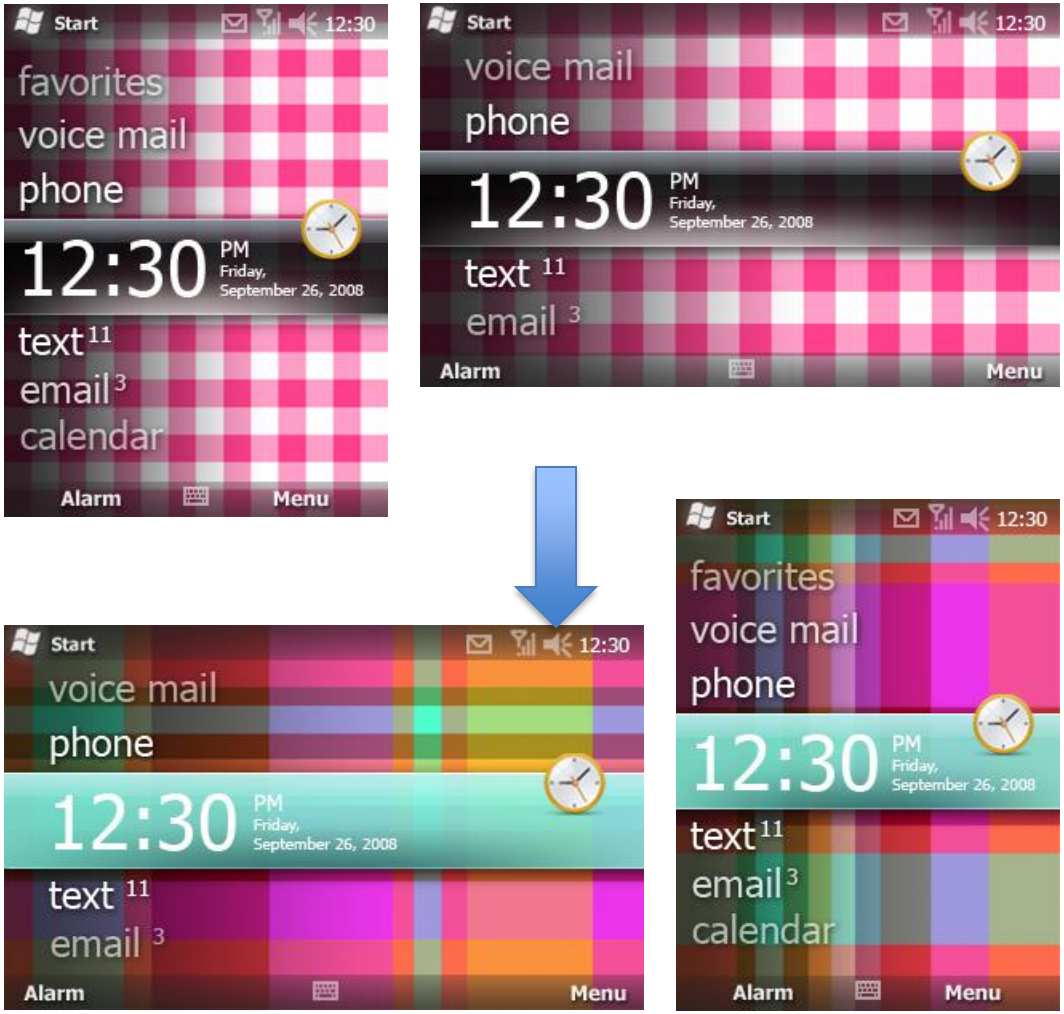






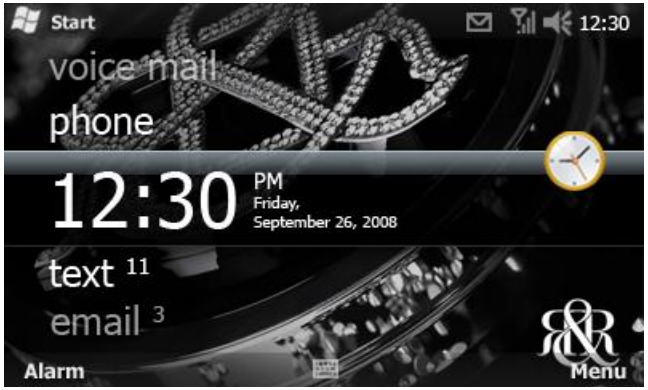


Isaac Mizrahi



Rock and Republic





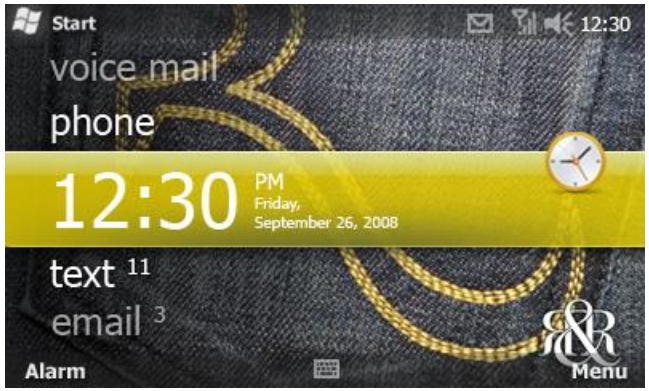












Ron Arad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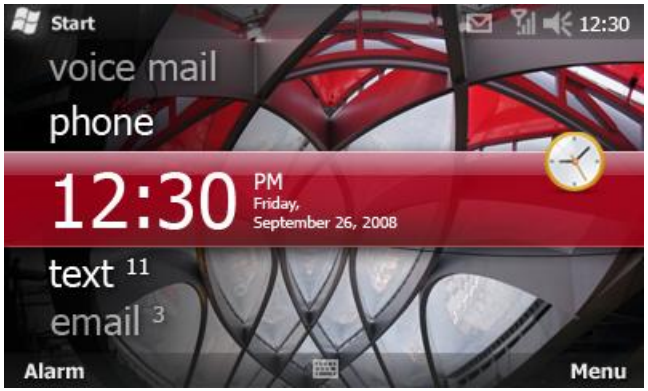
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Vera Wang


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OTHER—NOT RECOMMENDED

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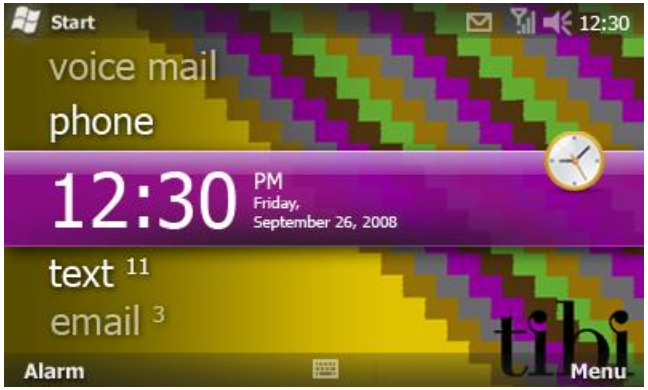
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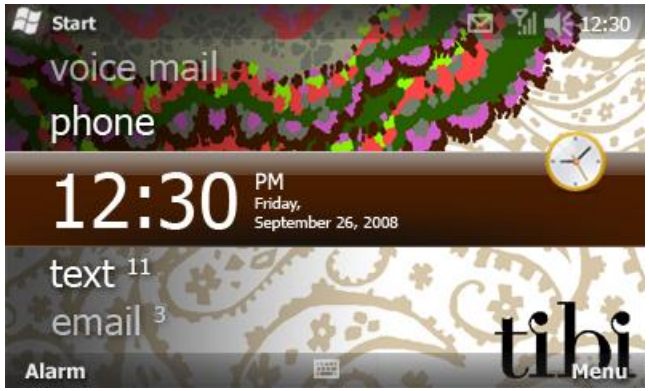
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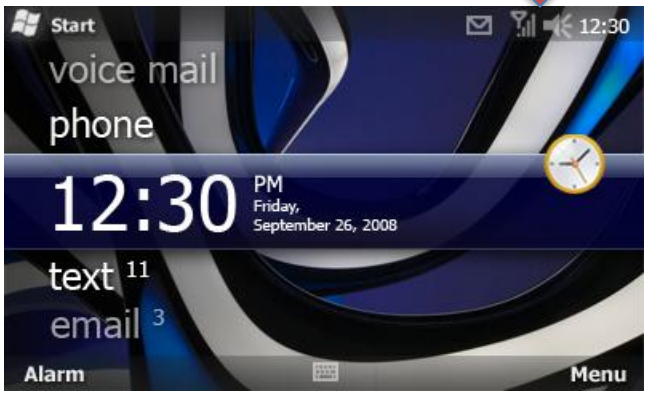
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