

Alexandra Dieck

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| Collection Name | Furget You |
| Theme/Inspiration | Fur and Leather... 70's mod with an urban twist |
| Season | AW13 Ready-to-wear |
| Category | Sportswear |

Customer Profile

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| Market | Fashionable Women who live in cold/mild weather |
| Age Range | 15-32 |
| Size Range | 0-12 |
| Price Range | \$500-\$600 |

Customer Description

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| Muse Name | Olivia Palemero |
| Age | 26 |
| Occupation | Socialite, model, actress |
| Annual Income | \$10,000,000 |
| Education | Studied at the American University of Paris and The New School in New York |
| Residence | New York |
| Marital Status/Children | In a relationship with male model |
| Activities/ Hobbies | Blogging, photography, field hockey, |
| Favorite Designers | Theory, Burberry Prorsum, Oscar de la Renta, Prada, Valentino |
| Favorite Stores | Bergdorf Goodman, Barney's, Nieman's, SAKS |
| Where will customer go in your design? | This collection is very fun, furry, and unique. My customer can go out on the town to meet a friend for lunch at a high-end restaurant during the day and can be worn into the night for a cool fun evening with the girls or on a date. These coats are very versatile and can be dressed up with crazy jewels and accessories and styled with understated pieces that keep it more casual. |