

Alexandra Dieck

Collection Name	London Calling
Theme/Inspiration	Architecture and Big Ben clock tower of London
Season	FW13 Couture/Runway
Category	Eveningwear

Customer Profile

Market	Couture, Premier Designer
Age Range	22-42
Size Range	0-6
Price Range	\$3000-4000

Customer Description

Name/Muse	Rihanna Fenty
Age	27
Occupation	Vocal artist, actress, dancer
Annual Income	\$50,000,000
Education	4 year university, double major in Cultural studies and Fine Arts
Residence	London, UK
Marital Status/Children	Single/None
Activities/ Hobbies	Dance, singing, kickboxing, songwriting
Favorite Designers	Balmain, Emilio Pucci, Versace, Alexander McQueen
Favorite Stores	Bergdorf Goodman, Harrod's, Nieman Marcus, Henry Bendel
Where will customer go in your design?	The design is a long gold evening gown that represents structure and elegance. The design is meant to be worn to red carpet events such as the Grammy's.