





# Maria Gabriela Abuin Camejo



# CAREER GOALS

Art Director

Fashion Buyer

Merchandise Manager

Fashion Stylist



# TABLE OF CONTENTS

## Fashion Buying & Merchandising

Fashion Buying- Creative Business Plan

Fashion Buying- Best Seller

## Integrated Marketing Communications

Fashion Magazine- Magazine Prototype

Advertising for Fashion- Marketing Campaign Analysis

## Creative Fashion Presentation

Visual Merchandising- Window Display

Visual Merchandising- Design Competition

Fashion Styling- Photo Shoot

Computer Concepts and 2D- Logo

Computer Concepts and 2D- Magazine Cover



# FASHION BUYING AND DEVELOPMENT



# CREATIVE BUSINESS PLAN



Strategically developed a thorough business and merchandising plan for a luxury women's boutique. Used statistics and numerical projections to create a professional plan.

## SKILLS

Creativity

Business Math

Market Research

Strategic Planning



Midtown  
Miami, FL



# Business Concept

## TRENDY+ELEGANT

### Intro

L'agenC Is a fashion boutique located in Midtown Miami. The main purpose of our store is to make people look trendy all the time with the latest items,

### Format and Location

Our store is located I in Midtown Miami because this is an upcoming location. Young creative businesswoman from early 20's to mid 30's are coming to this part of the city because it is very innovative. Innovation is the Key word for L'agenC. The store carries the newest trends of all the time. We are known for our trendy and elegant clothing.

### Customer

Our customers are fashion forward. They want to stand out for every occasion. Even a working woman! Our women know what they are looking for and they go for it. This is why they will keep coming to our store -they know we will have what they want-.

### Merchandise

L'agenC specializes in high quality, sophisticated, sexy, unique and trendy outfits. Our assortment includes vendors such as J Brand, Alice and Olivia, Elizabeth James, Isabel Marant, Mugler, Dolce and Gabbana, Chloe, Givenchy, Saint Laurent, Christian Louboutin, Gianvito Rossi, Balenciaga, Del Pozo, Valentino, Miu Miu, Oscar De La Renta, Moschino, Markus Lupfer, and so on.

### Environment

L'agenC is a modern store. The layout is very minimal and fundamental. The colors of the store are going to be neutral tones like beige and white with wooden pieces.

### Promotions

Our customer service is always going to be in touch with our customers. The customers will be notified when something they might like is coming to our store. They need to create a profile with us in order to contact them and to maintain that relationship. We want to be hands on. The alterations are going to be made in store and free of charge. Trunk shows and fashion shows are going to take place before the new season starts to keep customers excited about our store. Promotions will occur in different times of the year.

# CUSTOMER PROFILE



# CUSTOMER PROFILE

## GEOGRAPHICS:

Overall Trading Area	Miami, Fl Tourists- Latin America, Europe, Asia, United States
Neighborhood Location	Midtown

## DEMOGRAPHICS

Gender	Female
Age	20 to 45
Income	Upper Middle to High
Body Form	Slim to Average, Curvy, Fit and Toned
Education	High School and up
Ethnicity	Multicultural

## PSYCHOGRAPHICS

Taste Level	Classic, Sophisticated, Trendy
Lifestyle	Socially active, casual lifestyle. University students, young business women and women not afraid to stand out.
Personality	Outgoing, creative, confident, fun, charming, witty, relaxed and flirty.
Social Attitudes & Values	fashion savvy, loves life, open minded, fashion follower, respects past influences.
Fashion Knowledge	Fashion Savvy, innovative, risk taker, trendy, and unique.
Body Image	Particular, Mirroring
Culture	Miami
Aesthetics Merchandise	Different, edgy and detailed.
Aesthetics Environment	Different

# VISUAL CLASSIFICATIONS



## NOVELTY TOPS 4%



Embellishment, floral, lace

## CROP TOPS 4%



Embellishment, neutrals, stripes, cotton, silk.

## SLEEVELESS TOPS 4%



Peplum, prints, cotton, nylon

# VISUAL CLASSIFICATIONS



Jackets 4%



Textured, embellishment, leather



Textured sweaters 4%



Textured, prints, cotton

# VISUAL CLASSIFICATIONS



Skirts 4%

Pleats, Black and White, color blocking, prints, slim and full

A collage of five different types of skirts. At the top left is a fringe skirt. Next to it is a woman wearing a black t-shirt and a colorful floral skirt. To the right of that is a white ruffled skirt. Below the first two is a black pleated skirt with a white hem. To the right of the third is a black and gold checkered skirt.

Wide Leg Pants 4%

Prints, Linen

A collage of five different types of wide-leg pants. From left to right: a dark navy pair, a light beige pair with a belt, a peach-colored pair, a maroon pair, and a pair with a colorful floral print.

# VISUAL CLASSIFICATIONS



Cross body Bags 2%



Lamb skin. Leather



Maxi Dresses 4%



Floral, prints, neutrals, nylon, cotton, silk

# VISUAL CLASSIFICATIONS



Evening Pumps 4%



Pumps, mary jane, embellishment, neutrals

Wedge Sandals 4%



Embellishment, prints, neutrals

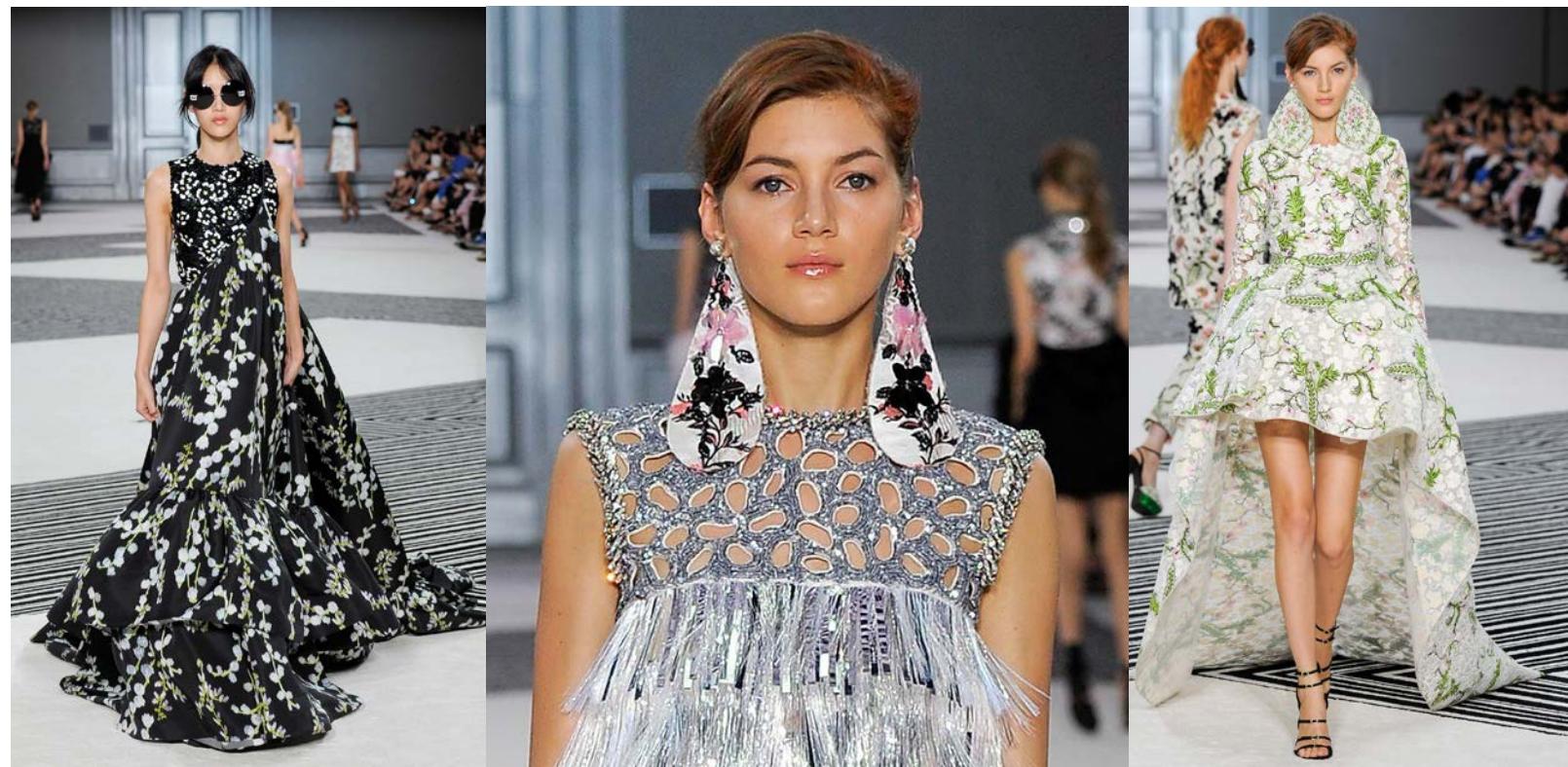
Ankle Boots 4%



Suede, Leather, embellishment

# Private Collection

## Inspiration



# Private Collection

## PRODUCT



## STYLE# DESCRIPTION

Style #KZ802  
Double Joos' Bracelet.  
Gold-plated brass bead  
hand-strung on a  
flexible and durable  
spring-wire frame.

## COST/ RETAIL & M

Cost: \$90  
Retail: \$270  
Mark-up: 66%



Style #KZ805  
Thin vines wrap  
around the hand for a  
delicate multi-finger  
ring. Gold-plated with  
tiny crystals.

Cost: \$70  
Retail: \$210  
Mark-up: 66%



Style #KZ808  
.Gold-plated silver  
Chandelier earrings  
with tiny seed pearls

Cost: \$120  
Retail: \$360  
Mark-up: 66%

# Private Collection

## PRODUCT

## STYLE# DESCRIPTION

## COST/ RETAIL & M



Style #KZ810  
Polished cuff sculpted  
to resemble a leaf.  
Silver-tone brass and  
encrusted with scores  
of sparkling crystals

Cost: \$65  
Retail: \$195  
Mark-up: 66%



Style #KZ811  
Twisting vines with  
periwinkle rosettes.  
The gold-plated  
asymmetrical set  
consists of one right-  
sided stud and left-  
sided ear crawler.

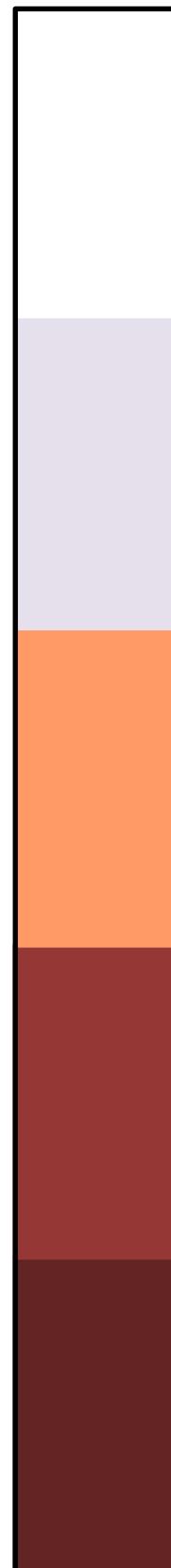
Cost: \$60  
Retail: \$180  
Mark-up: 66%



Style #KZ812  
The Bee motif  
necklace is gold-  
plated with tiny  
crystals and Indian  
pearls.

Cost: \$75  
Retail: \$225  
Mark-up: 66%

# Environment



# Competitive Evaluation

## COMPETITIVE OVERVIEW

Our indirect or direct competitors are divided into the following:

- Neiman Marcus
- Intermix
- The Webster

## PRODUCT AND SERVICES

Our Merchandise is divided into:

- Apparel (tops, bottoms, dresses and jackets)
- Handbags (casual and evening)
- Footwear (casual and evening)

Services are divided into:

- Customer Service
- Personal Shopping

## PROMOTIONAL PLAN

- Special events

## FINANCIALS

- Projected Yearly Sales: \$952,000
- Sales Per Sq. Ft: \$635.000
- Stock Turn Over: 4
- Stock to Sales Ratio: 3



# TRADE SHOWS

JANUARY 10-12/2016  
JAVITS CENTER NYC.



A fashion event showcasing the most sought-after fast-to-market and young contemporary apparel, accessories and footwear. With the addition of FWD, buyers now get exclusive access to the entire women's marketplace in one location.

<http://www.enkshows.com/fwd/#>



JANUARY 10-12/16  
THE SHOW PIERS 92 & 94 NYC

The perfect opportunity between the major women's fashion markets for retailers to discover and shop the current trends in all ready to wear classifications - contemporary, active wear, casual, denim, bridge and evening. Held concurrently with [Accessorie Circuit](#) during the NYC market weeks (January, April, and August).

<http://enkshows.com/intermezzo/#>



FEBRUARY 16-18/2016  
MANDALAY BAY CONVENTION  
CENTER LAS VEGAS

This event showcases products like largest fashion marketplace, comprised of eleven unique communities showcasing the latest in apparel, footwear, accessories, and manufacturing etc. in the Apparel & Clothing, Lifestyle & Fashion.

<http://10times.com/magic>

# BEST SELLER



Spotted a bestselling item within a trend for future product development. In this case, spotted the Bamboo Gucci Handbag.

## SKILLS

Visual Perception  
Fashion Trend Analysis  
Observation  
Aesthetics





**GUCCI**  
BEST SELLER  
BACKPACK

# THE PRODUCT



Gucci's leather backpack is topped with a bamboo handle heated and shaped using a patented method to achieve its perfect curve. Tasseled drawstring ties open up to a roomy canvas-lined interior for all your daytime essentials.

# WEARABILITY



## FIT

The size of the bag is ideal for every day use and it can be used for casual or business meetings.

## WEARABILITY

This handbag is perfect for trendsetters. It gives a twist to your looks. It also makes you look elegant without being uncomfortable.

# STREET STYLE



# PRODUCT DEVELOPMENT



# RE-ORDERS



# INTEGRATED MARKETING AND COMMUNICATIONS



# MAGAZINE PROTOTYPE-

## Fashion Magazine



Created a new style magazine called R-WAY that focuses on the emerging trend of women's fashion Style. Connecting advertisings with different trends. This magazine shows a new way for women to style themselves.

### SKILLS

Photoshop

Advertising

Trends Knowledge



# R-WAY

Primer Issue.

## FALL LOOKS

Shoes  
Obsession.

MAKE UP FOR  
YOUR COLOR  
OF  
SKIN.

## CARA DELEVINGNE

Exclusive interview about  
her fabulous career

# Letter From The Editor



## Welcome to *R-way*.

When it comes to Cara Delevingne, we all have something to say. She is in the cover because she has earned the right to be there. She is not only a fashion icon, but also an excellent model. Cara Delevingne is an example of Female empowerment. She is a model, an actress and a signer as well. She is also a very successful business woman.

This is the type of women *R-way*

is going to be showing in the covers. The magazine is going to be showing new and upcoming trends. *R-way* is for the trend setters, the fashion savvy and fashion addicts. We will be showing haute couture and ready-to-wear collections from the top designers.

**MARIA GABRIELA ABUIN**

Editor in Chief.



# R-WAY

Editorial Department.

**Maria Gabriela Abuin**

Editor-in-Chief

**CREATIVE DIRECTOR:** Lucia Abuin.

**Managing Editor:** Maria Villa.

**Editors:** Patricia Rincon, Andrea Rangel, Nick Duenas.

**Associate Editor:** Maria Alejandra Parra.

**Executive Editor:** Vivian Aflalo.

**Contributing Editors:** Juan Bautista Herrera, Stephany Stathopoulou.

**Editor at Large:** Isabella Neale.

**Fashion Editor:** Carmen Mendoza.

**Photographers:** Michelle Prado.

**Stylist:** Alejandro Cappellin.

**Photo Editor:** Juliana Garcia.

**Copy Editor:** Maria Laura Camejo.

**Art and Production**

**Art Director:** Andrea Garcia.

**Production Manager:** Valeria Hernandez.

**Graphic Designer:** Vanesska Prado.

**Operations**

**Publisher:** Sabrina Sanchez.

**Associate Publisher:** Christina Pegan.

**Accountant:** Zorianna Grgenti.

**Account executive:** Isabel Angulo.

**Distribution Manager:** Jackie Gonzalez.

**Circulation Manager:** Michelle De Pinto.

**Human Resources Manager:** Heba Hashy.

**Marketing and PR**

**Marketing Director:** Valentina Martinuzzi.

**Public Relations Coordinator:** Maria Victoria Abuin.

# Table of Contents

Section	Name	Page
01	Trend Reports	16
02	Fashion Editorial	22
03	Interview with Cara Delevingne	28
04	Accessories	37
05	Beauty	44

REVWY



# A RED STORY

TREND REPORT



ACCESSORIES

# R-WAY



STELLA McCARTNEY



ALEXANDER WANG



VALENTINO

## BRIGHT POPS

Give your classic favourites an electrifying jolt of colour with the juicy-hued palette



REBECCA MINKOFF



# Brogues

Girls will be boys. And girls will be comfortable. Embrace the man-style trend with a pair of brogues you'll never want to leave the house without.



Clockwise from top right: FINERY LONDON shoes, \$229.95; WITTNER shoes, \$179.95; TOP END shoes, \$169.95; FINERY LONDON shoes, \$209.95; THERAPY shoes, \$59.95.



## 70s Boho

Pretend Coachella never ended with a fringed bag to satisfy all your bohemian cravings. Go with classic tan or mix things up with grey and black. Bright pom-poms earn you extra hippy points.

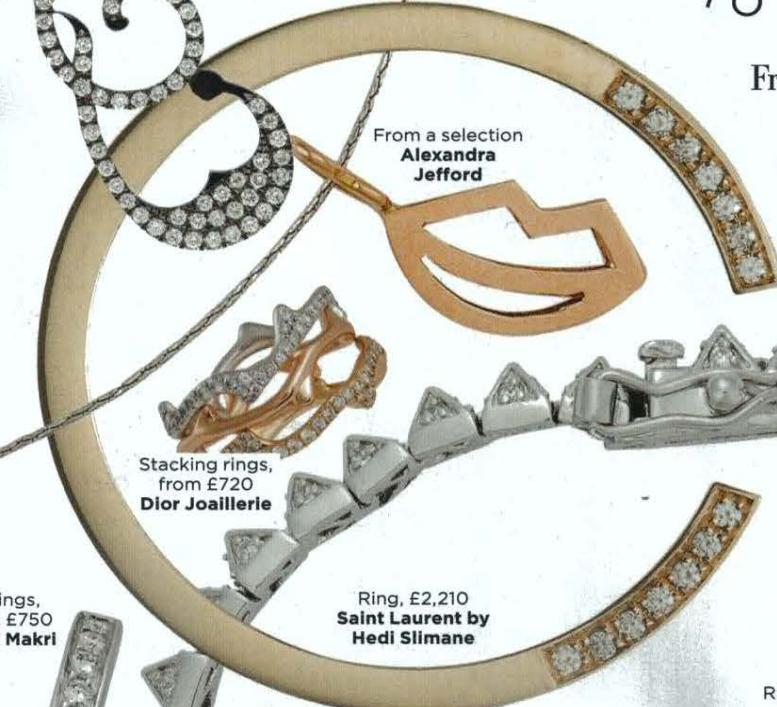


Clockwise from top right: URBAN ORIGINALS bag, \$89.95; URBAN ORIGINALS bag, \$69.95; URBAN ORIGINALS bag, \$69.95; M.N.G bag, \$79.95; SOL SANA bag, \$139.95; ALDO bag, \$59.95; WAREHOUSE bag, \$69.95.

# STYLE R-WAY

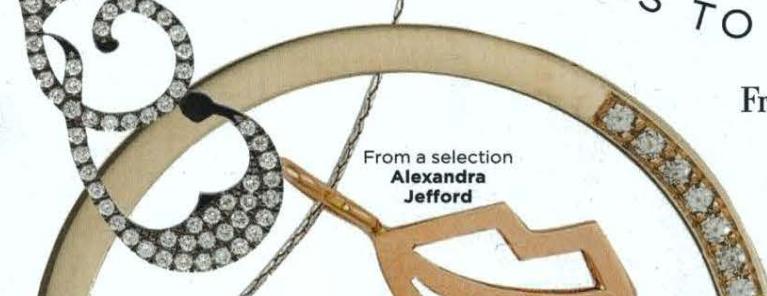
THE JEWELS TO BUY YOURSELF

From stacking rings to ear cuffs,  
these dramatic modern pieces  
will update any jewellery wardrobe.



Stacking rings,  
from £720  
**Dior Joaillerie**

From a selection  
**Alexandra Jefford**



Earrings,  
about £750  
**Ileana Makri**

Ring, £2,210  
**Saint Laurent by Hedi Slimane**

£3,520  
**Fernando Jorge**



Bracelet,  
£1,840  
**Boucheron**

Bracelet, £228  
**Eddie Borgo**

£2,700  
**Dina Kamal DK01**

Stacking rings,  
from £900  
**Armenta**

Earrings, £1,499  
**Le Vian**  
at Ernest Jones

Single-pearl earrings,  
£250; double-pearl  
earrings, £625, both  
**Sophie Bille Brahe**

Ring, £1,500  
**Georg Jensen**

£1,800  
**Kiki McDonough**

Ring, £4,299  
**Le Vian**  
at Ernest Jones

Earrings,  
£3,980  
**Cassandra Goad**



Earrings, £1,499  
**Le Vian**  
at Ernest Jones

Earrings, £1,499  
**Le Vian**  
at Ernest Jones

# MARKETING CAMPAIGN ANALYSIS-

## Advertising for Fashion



Developed an original campaign for an important department store. Gained understanding of the importance of an effective and creative advertising marketing campaign. Focused on opportunities, positioning, and strategic analysis.

### SKILLS

Market Research  
Critical Thinking  
Creativity  
Strategic Planning



# THE LEFT BANK

## ST. LOUIS

### MISSION STATEMENT

The Left Banks strives to be the best luxury and fashion retailer. They offer the world's finest selection of luxury, fashion and designer merchandise. With a unique variety of vendors, customers can shop Akris, Armani, Balenciaga, Chanel, Christian Louboutin, David Yurman, Gucci, Lanvin, Prada, Tom Ford, Tory Burch, and Zegna all under one roof. The Left Bank offers a luxurious shopping experience and whether it is in one of our beautiful stores, online, or from one of their catalogs, they offer superior service. Their sales associates develop deep and lasting relationships with their customers. The Left Banks high performing team is what sets them apart from other retailers.



## PHASE I

The Intro Teaser will serve the purpose of creating some brand awareness since it will tease the audience and leave them with a slight taste of what our company represents. Our principles in luxury brands and our overall essence without giving it all away, this phase will allow us to spark curiosity in those customers; whether they are current, potential, or new. The teaser will carry the message “Embrace yourself in luxury” which creates a mental image of our target customer base. Our target customer is basically that of a wealthy, married, middle-aged woman who engages in shopping activities frequently and likes to pamper herself regularly. She is well dressed and knows her designer brands better than her backyard.

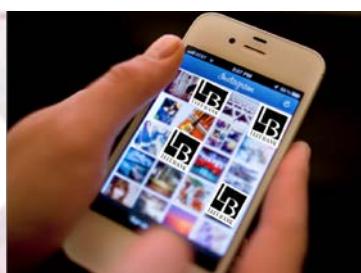
*Left Bank  
Coming soon  
to St. Louis.*

MOSCHINO Couture!



We are finally here...

Top designers.  
Luxury.  
Glamour.  
Elegance.



## PHASE II



The Opening, the opening of The Left Bank in St. Louis, Missouri is going to be an experience, which will build customer traffic. As a company, we make sure that our brick and mortar locations are a fun and inviting environment for our shoppers to enjoy browsing through our wide range of products comfortably. The grand opening will be specifically planned to build customer traffic and obtain and retain customer loyalty by introducing our *Customer Loyalty Program* with flyers containing discounts up to 30% off on a customer's first purchase. We will have complimentary bar and snack to offer our clientele and some music to set the right mood.

## STRATEGIES AND TACTICS

### **I. Develop Brand Awareness:**

To effectively inaugurate the established grand opening of our new store into becoming successful, utilizing the following developed strategies and tactics will be the key in developing brand awareness. Direct mail will be the promotional advertisement that will be sent and addressed to The Left Bank customer. Magazine advertising will also be a strategy in building brand recognition. The magazines used for The Left Bank will be advertised through Elle, Vogue, and Harper's Bazaar.

### **2. Increase sales:**

Increasing sales will occur by using all types of sales promotion strategies and tactics, as well as placing advertisements nationwide. The communication channels to be used will be Print advertisements and newsletters.

### **3. Build Customer Traffic:**

Within building customer movement, the social media; such as, Twitter, Facebook, Tumblr, Instagram and Pinterest will be used to promote The Left Bank. Promotional e-blasts will be sent via e-mail, as well as electronic descriptions of the new store opening (6 months in advanced).

# PHASE III

Lastly, the Products will be introduced and handled in a way in which managers and employees can assure that the customer needs and wants are satisfied by making use of our *decision making filter*. As a result, we will encourage repeat purchases. Through the use of this method we can make sure that the customer is always right since each approach can be tailored to each and every one of our customers. This is also a great way to make the employees feel empowered while our customers feel special. Time to buy more stuff at The Left Bank!

## BUILD CUSTOMER TRAFFIC

- Special Events.
- Constant Effective Offers.
- Keeping a close relationship with the customers.
- Product Placement.
- Convenience.
- Customer Rewards.
- Referring Friends.
- Create a safe, positive and friendly environment.

## SECTION IV: MATCHING TACTICS WITH STRATEGIES

- ❖ Brand awareness:
  - Magazines
  - Social Media
  - TV Commercials
  - Billboards
  - Taxis
  - E-mail
  - Direct Mail



When we said we appreciate our customers and love what we do ~ WE MEANT IT!  
Our Refund/ Hassle Free Return/ Exchange policy is very simple. If you are not completely satisfied with your purchase simply request a full refund or exchange it for another item of equal or lesser value.  
Its that simple!  
Contact us for more information.

Be Thrift!

We will do your makeup for FREE



We will find your perfect shade!

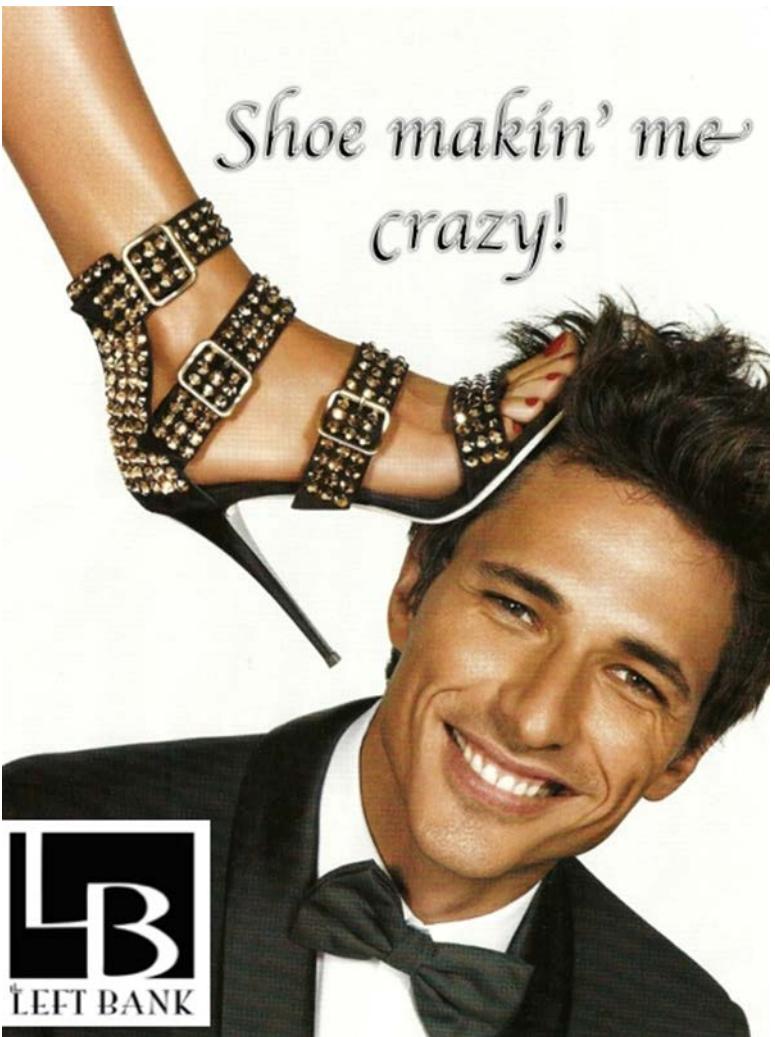
Get your Left Bank  
Points  
NOW!!!!

Receive our monthly "GOODIE BAG" by  
joining our loyal customer point reward  
program



From: Left Bank  
To: You

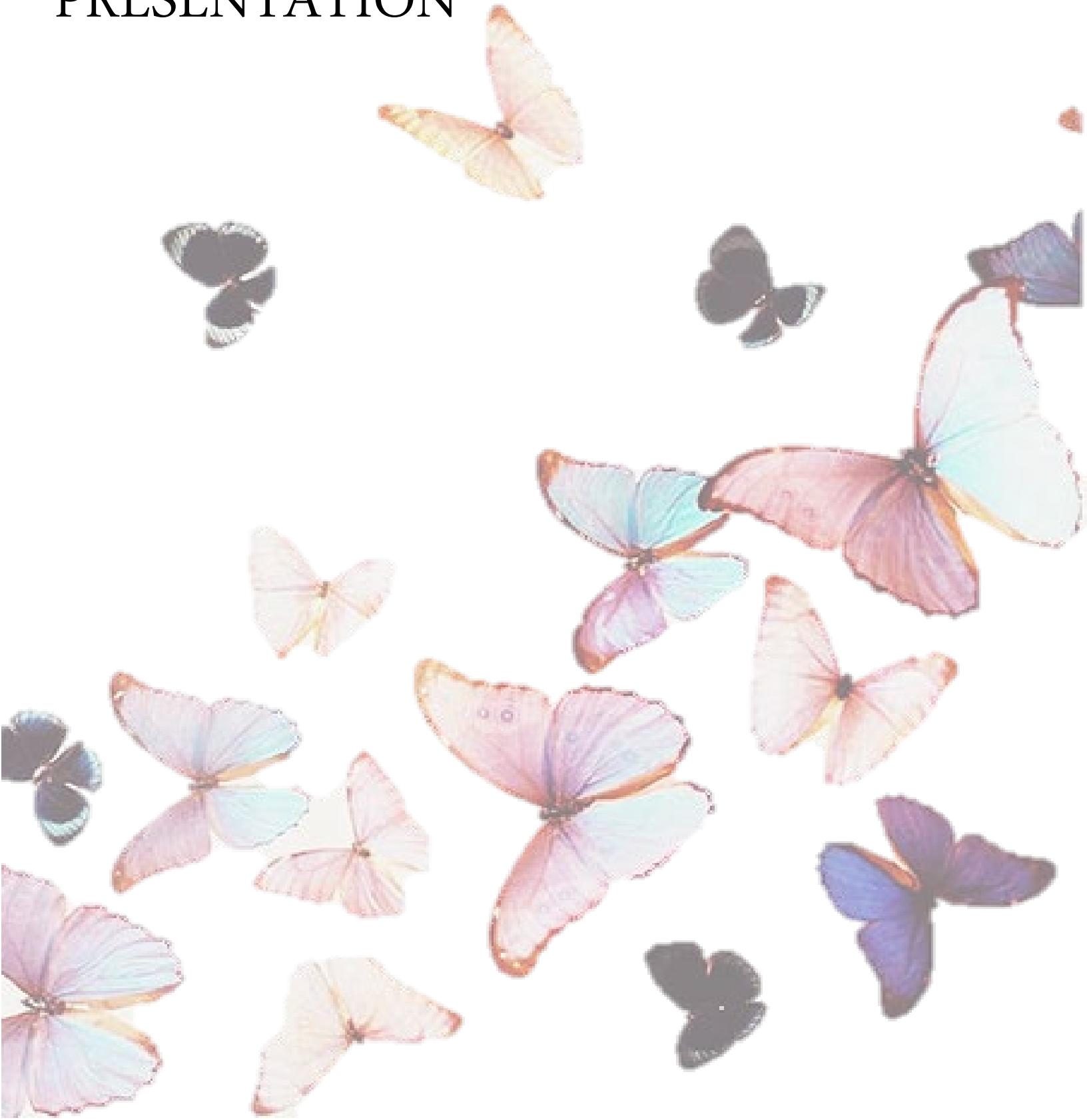
Get a free  
manicure with  
purchases over  
\$200 or a free  
Blow out with  
\$150+ purchase!



**25% OFF**  
**ALL DRESSES**



# CREATIVE FASHION PRESENTATION



# WINDOW DISPLAY-

## Visual Merchandising



Created a window display, inspired by the theme “Nutopia”, with team members. Worked with raw materials and vintage pieces, and applied the elements of principles of design.

### SKILLS

Organization

Styling

Teamwork

Time Management



# INSPIRATION



# MATERIALS



# COLOR PALETTE



# LOST IN NUTOPIA



# DESIGN COMPETITION-

## Visual Merchandising



In conjunction with a partner, a fully functional and wearable cocktail dress was created. Inspired by the beauty of nature, artificial flowers were used to bring it to life. The dress served as decoration for Funkshion fashion show.

SKILLS

Creativity  
Design  
Planning



# INSPIRATION



# PHOTO SHOOT-

## Fashion Styling



Executed and produced an original photo shoot that would be appropriate for a magazine editorial. Established a theme, hired a make-up artist, model and guided the photographer to take the right images.

### CREDITS

Model: Tiffany Anne Suarez

Photographer: Sofia Martinez

Make-up: Vanecia Ashantee

Stylist: Maria Gabriela Abuin, Miguel Fuguet

# INSPIRATION











# LOGO -

## Computer Concepts and 2D



Created the idea of a brand and with that idea create a logo for the brand using Illustrator.

SKILLS

Creativity

Design

Visual Perception

Illustrator





# MAGAZINE COVER -

## Computer Concepts and 2D



Find an imperfect image of a model and create a magazine cover by making the picture suitable for the cover.

### SKILLS

Photoshop  
Advertising  
Observation  
Visual Perception



# R-WAY

The Trendiest Fashion Magazine

December, 2014.

## FALL LOOKS

50

ideas to  
recreate  
your look.

Shoes  
Obsession.

MAKE UP FOR  
YOUR COLOR  
OF SKIN.

CARA DELEVINGNE  
Exclusive interview about  
her fabulous career.



0 123456 789012

# Disclaimer and Contributors

Trademark/Brand/company Logos (where utilized) are being used for the execution and completion of school assignments only and do not represent work completed for the respective company as an actual client. It is neither the intention of the school nor the student to misrepresent such a relationship.

[www.stylesight.com](http://www.stylesight.com)

[www.style.com](http://www.style.com)

[www.net-a-porter.com](http://www.net-a-porter.com)

[www.barneys.com](http://www.barneys.com)

[www.farfetch.com](http://www.farfetch.com)

# MARIA GABRIELA ABUIN CAMEJO

1722 S Bayshore Drive, Miami, FL 33133 / (617) 834-7584/ [gabyabuin\\_1991@hotmail.com](mailto:gabyabuin_1991@hotmail.com)

## EDUCATION

**Miami International University of Art and Design** - Miami, Florida  
Bachelor of Art Degree in Fashion Merchandising

March 2016

**La Sorbonne** - Paris, France  
French Studies

October 2013- January 2014

**Miami Dade College** - Miami, Florida  
Enrolled in their International Business program

January 2012-Summer 2012

**Northeastern University** – Boston University  
Enrolled in their International Business program

January 2011 – December 2011

**Boston University** - Boston, Massachusetts  
Enrolled in their ESOL Program

September 2009 - December 2010

## INTERNSHIP

The Brand Collective  
Intern Assistant to President

November 2015 – Until Present

- Presented companies services.
- Kept Client relations to generate sales.
- Organized and Created events.
- Provided information on available offers, and answered questions on the services offered.

## COMMUNITY SERVICE

**Fundación Hogar Santa Ana, Maracaibo, Venezuela**

2008- 2009

(A foundation dedicated to providing underprivileged children with balanced nutrition, educational assistance, and physical activities.)

- Assisted and created fundraising activities.
- Directed and scheduled activities,
- Evaluated the eating habits of children.
- Organized and directed physical activities.

**Soñar Despierto, Maracaibo, Venezuela**

2008

(A foundation dedicated to providing educational and emotional support to at-risk children.)

- Chaperoned children at events.
- Collected funds for the organization.
- Recruited people to join the organization.
- Prepared different educational activities for children.

## SKILLS

**Fashion Merchandising and Marketing**

- Market Research
- Client Oriented
- Selling Skills
- Styling

**Computer:**

- Proficient in Microsoft Excel, Word, and PowerPoint.
- Basic Familiarity in Photoshop and Illustrator.

**Languages:**

- Spanish (Native)
- English (Fluent)
- French (Basic Knowledge )

