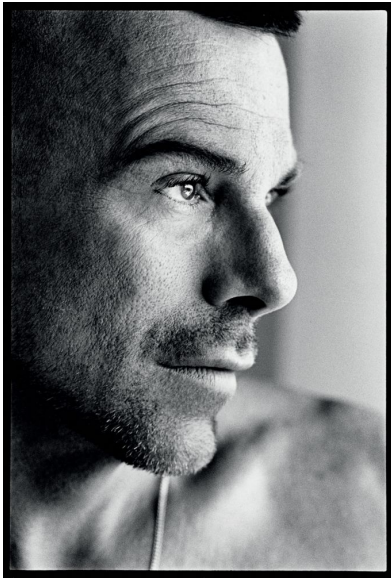


Thierry Mugler



**PHOTO: DOMINIQUE ISSERMANN, THIERRY MUGLER, NEW YORK, 1995; STERN, GERMANY, 1995. © DOMINIQUE ISSERMANN.**

Manfred Thierry Mugler, a french designer and creative director of his brand officially established in 1978, and joined Chambre Syndicale de la Haute Couture in 1992. But before that he created his own label called Café de Paris in 1973, sold in Créateurs & Industriels concept store on Rue de Rennes in Paris.

Mugler rose to stardom with his avant-garde and nature inspired works on the haute couture and ready to wear runway pieces. He reached audiences globally like the Sahara, China, Japan, Greenland, Russia, Africa, the Middle East, and North and South America. Reaching these audiences also played a part in his inspirations for collections.

His first fashion show was presented in Tokyo that same year.



**THIERRY MUGLER FOR INTERVIEW MAGAZINE  
PHOTOGRAPHED BY STEVEN KLEIN  
STYLED BY MEL OTTENBERG**



# MUGLER THROUGH THE YEARS

Mugler has adapted to the trends and set the trends in many stages of the industry. Who knew to use nature and wildlife in fashion? Giving the women's body a new silhouette as well in that avant garde way with the braid shoulder and snatched waist.

In the perfume arena, they launched Angel in 1992, the first scent from the brand which was a game changer. It was revolutionary and nothing that anyone had ever seen before, especially when your model in the campaign is on the edge of a Manhattan building.



PHOTO: MUGLER, FALL 2021 READY TO WEAR VIA VOGUE RUNWAY

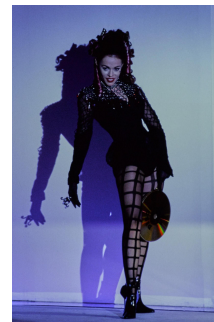


PHOTO: MUGLER, SPRING 1992 READY TO WEAR VIA VOGUE RUNWAY

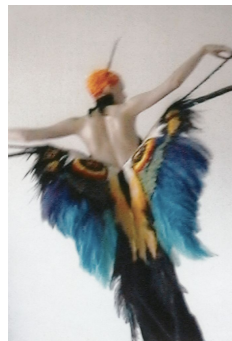


PHOTO: PAOLO ROVERSI, AUDREY MARNAY; W, APRIL 1997. PHOTO: © PAOLO ROVERSI. OUTFIT: THIERRY MUGLER, LES INSECTES COLLECTION, HAUTE COUTURE SPRING/SUMMER 1997.



PHOTO: ALAN STRUTT, YASMIN LE BON, PALLADIUM, LONDON, 1997; EVENING STANDARD MAGAZINE, OCTOBER 1997. PHOTO: ©ALAN STRUTT. OUTFIT: THIERRY MUGLER, LA CHIMÈRE COLLECTION, HAUTE COUTURE FALL/WINTER 1997-1998.

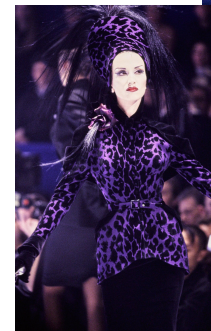


PHOTO: MUGLER, SPRING 1995 COUTURE VIA VOGUE RUNWAY



# WHAT DO THEY SELL? & MEDIA KIT INFO

## Clothing

- Heels
- Dresses
- Coats and Jackets
- Tops
- Trousers and Skirts
- Leggings
- Jeans
- Bodysuits
- Accessories

## Spring 2022 Ready to Wear (recent collection)

- I tried looking for their recent media kit and press kit and found a 2019 kit . It didn't release any numbers that I could put in the report. It was more of an artistic report.

## Fragrances

### (women)

- Angel
- Alien
- Alien Goddess
- Aura MUGLER
- Angel Muse
- Womanity
- Innocent

### (men)

- Alien
- A\*Men

# HOW CAN YOU PURCHASE THEIR PRODUCTS?

Almost all products are available on [Muglerusa.com](http://Muglerusa.com) or the website your country is set to. Also can purchase through Sephora, ULTA Beauty, Macy's, and FragranceX for perfume. For clothing you can buy them through Nordstrom, FARFETCH, Saks Fifth Avenue, Bloomingdale's, and NET-A-PORTER.

## STORES

### UNITED STATES

ALBRIGHT FASHION LIBRARY  
62 Cooper Sq # 2, New York, NY 10003

ALL TOO HUMAN  
236 Clarendon Street  
Boston, MA 02116

ANT/DOTE  
[antidotestyle.com](http://antidotestyle.com)

BERGDORF GOODMAN  
153 575 Fifth Avenue  
NY 10019 New York

FIVESTORY  
1020 Madison Ave, New York, NY 10075

FORWARD BY ELYSE WALKER  
12889 Moore St  
Cerritos, CA 90703

H LORENZO  
2010 E 7th St, Los Angeles, CA 90021  
[hlorenzo.com](http://hlorenzo.com)

HAMPDEN  
314 King Street, Charleston, South Carolina 29401

JANET MANDELL  
311 W Superior St Suite 216, Chicago, IL 60654

JOAN SHEPP  
1811 Chestnut St, Philadelphia, PA 19103

KIRNA ZABETE  
477 Broome Street,  
New York, NY 10013

LAURA GAMBUCCI  
7655 Girard Ave. Ste # A  
La Jolla, CA 92037

NORDSTROM  
- Nordstrom Direct  
[www.nordstrom.com](http://www.nordstrom.com)

NORDSTROM  
- Nordstrom Direct  
[www.nordstrom.com](http://www.nordstrom.com)  
- Nordstrom NYC  
225 W 57th St, New York, NY 10019  
- Nordstrom Vancouver  
799 Robson St, Vancouver, BC V7Y 0A2  
- Nordstrom Century City  
10250 Santa Monica Blvd Dept. 3, Los Angeles, CA 90067  
- Nordstrom Fashion Square  
7055 E Camelback Rd, Scottsdale, AZ 85251  
- Nordstrom Topanga  
21725 Victory Blvd, Canoga Park, CA 91303  
- Nordstrom Chicago  
55 E Grand Ave, Chicago, IL 60611  
- Nordstrom Bellevue  
100 Bellevue Square, Bellevue, WA 98004  
- Nordstrom Portland  
701 SW Broadway, Portland, OR 97205  
- Nordstrom Fashion Valley  
6997 Friars Rd, San Diego, CA 92108  
- Nordstrom Aventura  
19507 Biscayne Blvd, Aventura, FL 33180

THE KINGDOM  
4719 Commons Way Suite G, Calabasas, CA 91302  
140 NE 39th St., Suite 105, Miami, Florida 33137

THE WEBSTER - MIAMI  
- The Webster Houston  
5045 Westheimer Rd # X09, Houston, TX 77056  
- The Webster South Coast Plaza  
South Coast Plaza, 3333 Bristol St #2889, Costa Mesa, CA 92626  
- The Webster Toronto  
Store Address  
121 Scollard St  
- The Webster Bal Harbour  
9700 Collins Ave No 204  
Miami, FL 33154  
- The Webster New York  
29 Greene Street  
New York, NY 10013  
- The Webster South Beach  
1220 Collins Ave  
Miami Beach, FL 33139

# CHANGING THE WORLD OF FRAGRANCE, ANGEL (1992)

“I can’t remember the building, but it was near Times Square. Estelle was wearing a very tame Mugler black suit and blue scarf. Security guards in America are much stricter than they are in Europe, so I always had to distract them so that Thierry could have Estelle get much closer to the edge than they would allow.”



## ANGEL

EAU DE PARFUM SHOOTING STAR

Discover the celestial, delicious, and fearless power of ANGEL Eau de Parfum. Each facet of this fra ... [Read full description](#)

★★★★★ 4.6 (865) [Write a review](#)

\$180.00

 MEMBER'S PRICE: \$162.00

SELECT A SIZE

.85oz.

1.6oz.

3.4oz.



PHOTO: COURTESY OF CLARINS AND THIERRY MUGLER, 1992  
CAMPAIGN WITH ESTELLE LEFÉBURE

# ALIEN (2005)

“Alien is the very essence of femininity, it’s femininity incarnate. And femininity is a gift from heaven, a generosity, an instinctive intelligence.” - Thierry Mugler



PHOTOS VIA MUGLER



**ALIEN**  
ALIEN EAU DE PARFUM SPRAY

Embodying a Solar Goddess, radiant and sensual, Alien by MUGLER diffuses peace and magic in its scen ... [Read full description](#)

4.8 (1743) [Write a review](#)

**\$170.00**  
MEMBER'S PRICE: \$153.00

SELECT A SIZE

1.0oz. 2.0oz. 3.0oz.

**\$170.00 — ADD TO BAG**

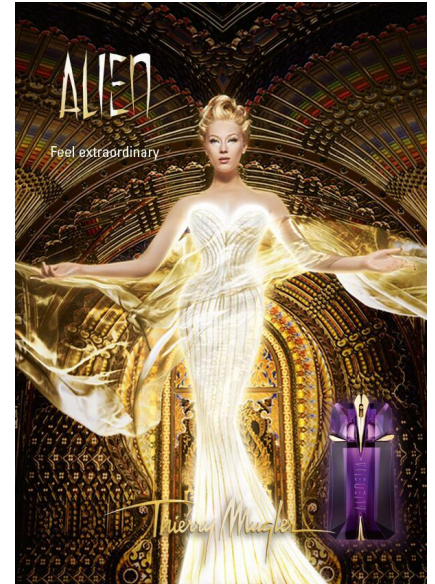


PHOTO: FELICITY GILBERT FOR CAMPAIGN

# TIES WITH THE BRAND

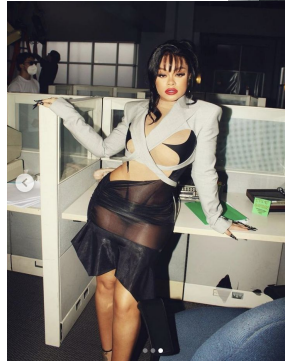
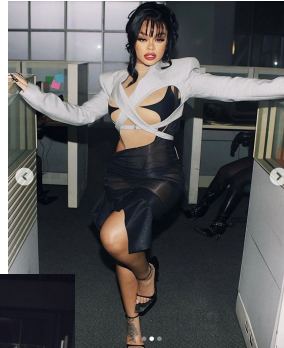


PHOTO: JON KOPALOFF, CARDI B  
IN MUGLER FALL 1995 COUTURE  
FOR 2019 GRAMMYS

PHOTO: MARC PIASECKI,  
CARDI B IN MUGLER FALL  
1995 ARCHIVE



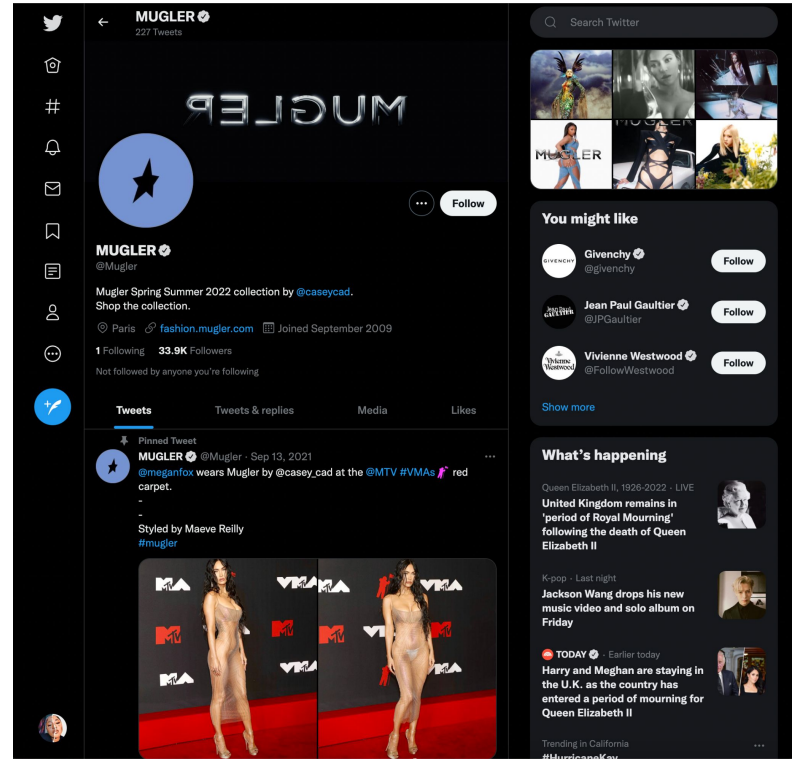
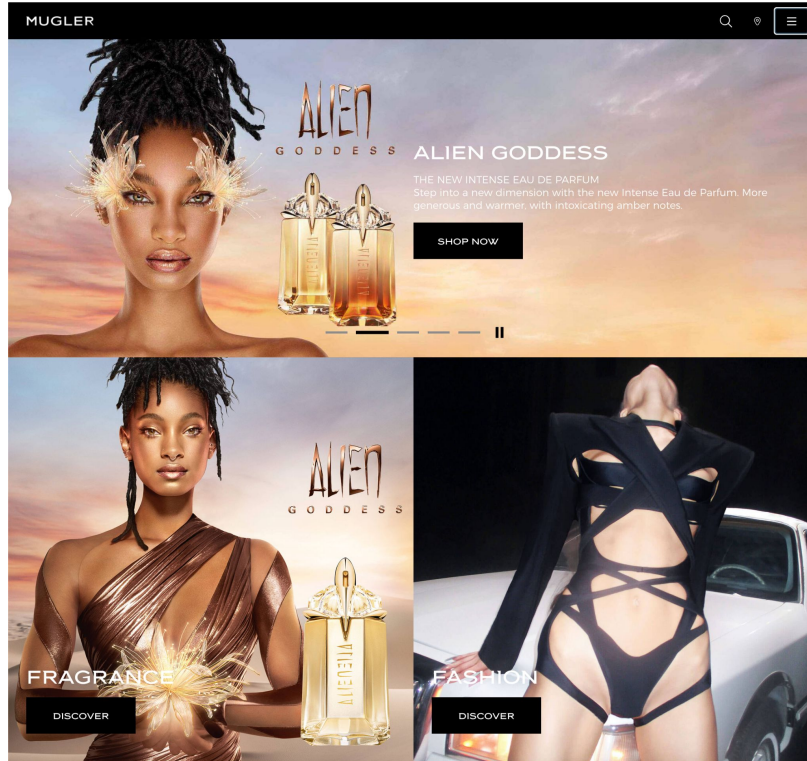
PHOTO: LATTO VIA INSTAGRAM,  
STYLED BY ZERINA AKERS



Today the brand has transcended into a phenomenon welcoming the next generation of influencers like Cardi B, Latto, and Megan Thee Stallion as ambassadors. Casey Cadwallader as the creative director is building these relationships because it would look great for each business and Mugler as a brand has always been for a younger audience. You can picture certain celebs in certain brands and I can see Cardi, Latto, and Megan as Mugler girls.

“I was just so mind blown by all the clothes, the hair, the makeup, the sets, the way it all came together,” says Megan over the phone from Los Angeles. “I was like, *How is all this happening in your brain?* And I thought it would be so fire if we did it in the music space too.” - Megan thee Stallion told Vogue

# WEBSITE & TWITTER



# LINKEDIN & FACEBOOK

LinkedIn

Jobs ▾


MUGLER

Worldwide



Join now

Sign in



**MUGLER**  
Retail Apparel and Fashion  
Paris, Île-de-France · 10,941 followers

View all 79 employees

Follow

## About us

For the past 40 years, Thierry Mugler has challenged the codes of creation. As a multi-talented artist with a free, nonconformist and visionary spirit, he excels in each of the fields he tackles, pursuing disruption and innovation. His powerful artistic vision revolutionized the world of Couture of the 80s and 90s before taking a keen interest in the world of perfumery.

In January 2018, American designer Casey Cadwallader was named Creative Director of Mugler Fashion. Harnessing the transformative spirit of the house founder, Mugler stands for a forward-thinking and disruptive approach to fashion through the lens of culture and intends to become an "underground couture" label.

Website	<a href="http://www.mugler.com">http://www.mugler.com</a>
Industries	Retail Apparel and Fashion
Company size	11-50 employees
Headquarters	Paris, Île-de-France
Type	Privately Held

## Similar pages

- Jean Paul GAULTIER**  
Retail Luxury Goods and Jewelry
- Maison Margiela**  
Retail Luxury Goods and Jewelry
- JACQUEMUS**  
Design Services
- SCHIAPARELLI**  
Retail Luxury Goods and Jewelry

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81,042 open jobs
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728,748 open jobs
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36,236 open jobs
- Manager jobs**  
2,003,890 open jobs
- Ambassador jobs**  
58,885 open jobs
- Buyer jobs**  
48,744 open jobs
- Marketing Intern jobs**  
17,735 open jobs
- Cutter jobs**  
25,017 open jobs
- Fashion Designer jobs**  
7,695 open jobs



**Mugler**

@MuglerOfficial · Health/beauty

Learn more

inter.mugler.com

Home About Photos Videos More ▾

## About

See all

Mugler's creative vision reflects a unique view of the world, which breaks codes and defies conventions.

915,068 people like this

922,553 people follow this

<http://www.mugler.com/>

Health/beauty

<https://www.instagram.com/muglerofficial/?hl=fr>



**Mugler**

Touch the extraordinary. Alien Goddess diffuses supernatural energy with golden-twisted bergamot, Grandiflorum jasmine and surprising, long-lasting vanilla. Aweng Ade-Chuol wears Mugler by Casey Cadwallader. Photographer Mélissa de Araujo... See more

## Photos

See all

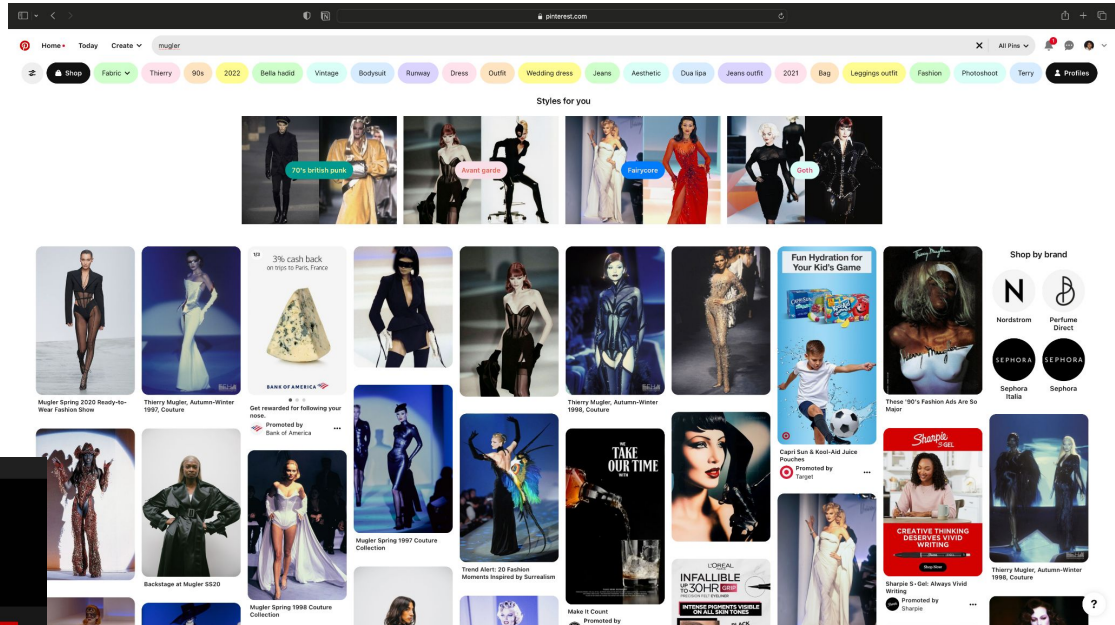
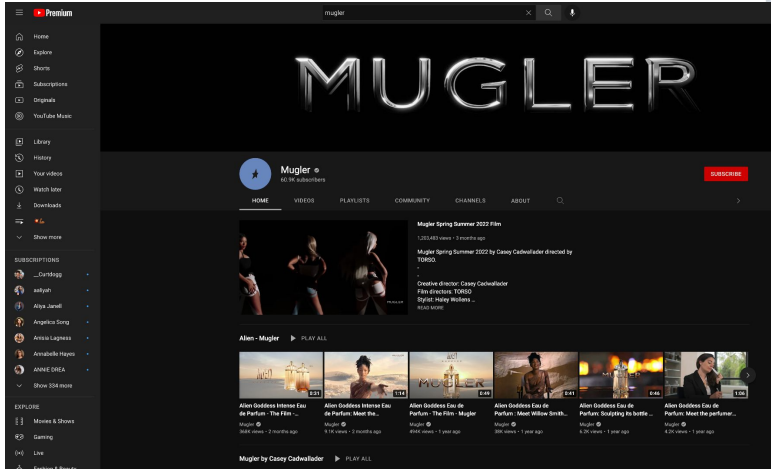


## Videos

See all



# YOUTUBE & PINTEREST



When searching on Pinterest, there was more so themes and his legendary works from runway to show up. There was no official account for Mugler.

# INSTAGRAM & TIKTOK

Instagram

Search

Log In

Sign Up



muglerofficial

Message

Follow

...

631 posts 1.6M followers 2 following

MUGLER

Brand

@muglerofficial @wolford capsule collection available now  
[fashion.mugler.com/collections/wolford](https://fashion.mugler.com/collections/wolford)



SS22



VIP



FW21



Filter God...



Alien God...



Sustainabi...



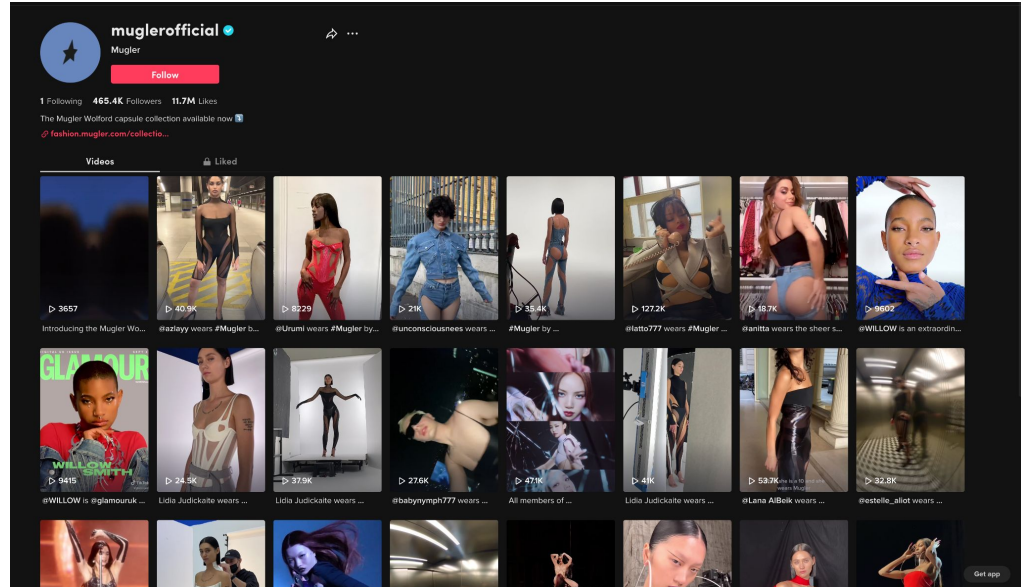
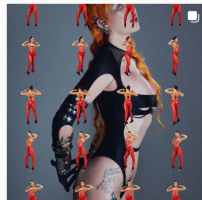
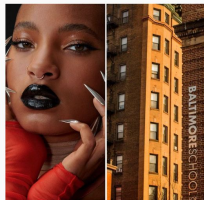
Les Excep...

POSTS

GUIDES

REELS

TAGGED



# SEARCH & EMAIL

This screenshot shows the top portion of a Google search for 'mugler'. It includes the search bar, navigation tabs (All, News, Shopping, Images, Videos, More), and a list of search results. The first result is the 'MUGLER Official Website Perfume & Fashion - Mugler', followed by a 'Fashion' section and another website result. Below the results is a 'People also ask' section with several questions related to Mugler's brand and products.

This screenshot displays the 'Popular products' section of a Google search for 'mugler'. It features a grid of product cards for items like 'Mugler Aish Coudesse Eau', 'Angel Eau De Parfum Spray', 'Aish Beauty Ultra Beauty', and 'Aish Beauty Ultra Beauty'. Each card includes a product image, name, price, and a star rating. Below the products is an 'Images for mugler' section with a grid of image thumbnails and a 'More images' link.

This screenshot shows the 'In-store availability' section of a Google search for 'mugler'. It features a map of the San Francisco area with pins indicating the locations of Mugler stores. Below the map, there are details for three specific stores: 'Macy's' (Union Square), 'Bloomingdale's' (Westfield San Francisco Centre), and 'SEPHORA' (Powell St). Each store listing includes its address, phone number, and operating hours. At the bottom, there is a link to 'Mugler - Designer Fashion - FARFETCH' with a product image gallery.

This screenshot shows the 'CONTACT US' page on the Mugler website. The page has a dark header with the 'MUGLER' logo and navigation links for 'NEW', 'FRAGRANCE', 'FASHION', 'GIFTS', 'REFILL YOUR BOTTLE', 'WONDER OFFERS', 'THE CIRCLE', and 'MUGLER WORLD'. A search bar is located in the top right corner. The main content area is titled 'CONTACT US' and includes a link to 'Customer Service'. Below this, there are sections for 'Order Status', 'Shipping and Returns', 'Frequently asked questions', 'Contact Us', 'Mugler Messaging Terms & Conditions', 'Privacy Policy', 'User Content Permission Terms', and 'L'Oréal Group Digital Accessibility Statement'. A form for sending a message is present, with fields for 'First name\*', 'Last name\*', 'Email\*', 'Phone\*', 'Subject\*', and 'Order number (if related)'. A 'SEND MESSAGE' button is at the bottom of the form.

Its seems like their only way of reaching out to them is through their customer service system. I have yet to see a professional email to reach out to for reference.

# SPRING SUMMER 2022 - SHOP THE COLLECTION

category new

## MUGLER

language  



jimmy choo/mugler sock ankle boot  
1.095€



jimmy choo/mugler sock ankle boot  
1.095€



jimmy choo/mugler strap ankle boot  
995€



jimmy choo/mugler sock pump  
2.395€

category new



jimmy choo/mugler sock otk boot  
1.495€



jimmy choo/mugler strap pump  
795€



jimmy choo/mugler strap pump  
795€



jimmy choo/mugler sandal  
1.495€



jimmy choo/mugler knee sandal  
3.095€



jimmy choo/mugler pump  
895€

## MUGLER

language



open back jacket  
1.490€



corseted wool jacket  
1.790€



cropped jacket  
1.990€



fluid wool loose blouson  
1.590€



bi-material jacket  
850€



cropped bi-material jacket  
850€



cropped bi-material jacket  
750€



bi-material denim jacket  
750€



oversized spiral jacket  
990€



corseted wool jacket  
1.790€



open back jacket  
1.990€



wool jacket bodysuit  
1.690€

category new

## MUGLER

language  



bustier lures dress  
2.350€



bustier lures dress  
2.350€



bustier see-through knitted dress  
1.690€



bustier see-through knitted dress  
1.690€



draped corseted dress  
1.990€



draped corseted dress  
1.990€



illusion cut-out bodysuit dress  
1.390€



illusion cut-out bodysuit dress  
1.390€



corset dress  
1.390€



techno jersey corset dress  
1.390€



corset dress  
1.390€



corset dress  
1.390€



cut-out dress  
990€



blazer dress  
1.790€



swirling dress  
990€



patchwork dress  
1.790€



mini gradient mesh dress  
890€



mini gradient mesh dress  
890€



midi gradient mesh dress  
990€



midi gradient mesh dress  
990€



corset knitted dress  
890€



corset knitted dress  
890€



asymmetrical knitted dress  
1.490€



asymmetrical knitted dress  
1.490€



stretch flou layered dress  
1.290€



stretch flou layered dress  
1.290€



illusion cut-out dress  
990€



body shaping illusion dress  
690€



body shaping illusion dress  
690€



body shaping illusion dress  
690€



body shaping dress  
650€



shiny embossed dress  
590€



bonded corset  
1.990€



bonded corset  
1.990€



bustier corset  
1.490€



frame bodysuit  
890€



off-shoulder ruffled dress  
990€



glossy embossed jersey dress  
690€



corset knitted dress  
1.450€



corset knitted dress  
1.450€



frame bodysuit  
890€



illusion cut-out bodysuit  
690€



illusion cut-out bodysuit  
690€



illusion denim corset  
490€



illusion denim corset  
490€



bonded corset knitted  
690€



bonded corset knitted  
690€



star sleeveless bodysuit  
690€



star sleeveless bodysuit  
690€



techno jersey bodysuit  
690€



stretch flou bodysuit  
990€



illusion neckline bodysuit  
650€



illusion neckline bodysuit  
650€



illusion neckline bodysuit  
650€



illusion neckline bodysuit  
650€



illusion shaping bodysuit  
490€



illusion shaping bodysuit  
490€



illusion shaping bodysuit  
490€



illusion shaping bodysuit  
490€



asymmetrical knitted top  
490€



knitted cut-out bodysuit  
590€



knitted cut-out bodysuit  
590€



knitted cut-out bodysuit  
590€



cut-out bodysuit  
550€



cut-out bodysuit  
590€



cut-out bodysuit  
550€



illusion neckline bodysuit  
450€



illusion neckline bodysuit  
450€



illusion neckline bodysuit  
450€



illusion neckline bodysuit  
450€



flocked illusion top  
350€



flocked illusion top  
350€



printed mesh top  
290€



printed mesh top  
290€



illusion neckline bodysuit  
450€



illusion sheer body  
450€



illusion shaping bodysuit  
490€



illusion shaping bodysuit  
490€



illusion neckline bodysuit  
450€



illusion neckline bodysuit  
450€



eco lycra sports bra  
400€



logo cotton hoodie  
390€



logo t-shirt  
290€



shiny embossed bodysuit  
490€



logo cotton hoodie  
390€



logo t-shirt  
220€



buttler corset  
1490€



illusion cut-out bodysuit  
690€



stretch flou bodysuit  
990€



glossy embossed jersey  
cropped top  
550€



glossy embossed jersey  
cropped top  
550€



illusion neckline bodysuit  
490€



shiny embossed jersey cropped  
top  
450€



lurex skirt  
1290€



draped jersey skirt  
890€



draped jersey skirt  
1090€



jersey pant  
1190€



eco lycra trousers  
790€



belted fluid pants  
890€



belted fluid pants  
890€



waist cut-out trousers  
750€



laced shaping pants  
790€



sheer spiral leggings  
490€



gradient sheer spiral leggings  
690€



sheer spiral leggings  
490€



multicolor sheer spiral leggings  
490€



multicolor sheer spiral leggings  
490€



multicolor sheer spiral leggings  
490€



gradient sheer spiral leggings  
690€



sheer spiral leggings  
490€



glossy sheer spiral leggings  
590€



glossy sheer spiral leggings  
590€



sheer spiral leggings  
490€



sheer spiral leggings  
490€

**Analyze how the brand presents itself through interactive marketing. Would you say it is successful at doing so? Why or why not?**

It the help of its ambassadors and the creative director I feel like it is managing fairly. Its not doing as bad as other brands that I've seen. I feel like with a brand like Mugler, it's not hard to love because its iconic history. So fans like myself and who follow them and look for new collections are connected 24/7 and look forward to uploads.

**How could you improve its current efforts if you were in charge?**

The brands itself doesn't feel personal to its customers so I would engage more with my audience through posts and ask for feedback. They want the younger audience to watch their posts but it doesn't feel like there is much of a connection when watching the content, even when posting celebrities we like.

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**MONKEYPOX**

**CAMPAIGN WITH MUGLER**

**ACCORDING TO THE CDC, MONKEYPOX IS A RARE DISEASE CAUSED BY INFECTION WITH THE MONKEYPOX VIRUS. MONKEYPOX VIRUS IS PART OF THE SAME FAMILY OF VIRUSES AS VARIOLA VIRUS, THE VIRUS THAT CAUSES SMALLPOX. MONKEYPOX SYMPTOMS ARE SIMILAR TO SMALLPOX SYMPTOMS, BUT Milder, AND MONKEYPOX IS RARELY FATAL. MONKEYPOX IS NOT RELATED TO CHICKENPOX. LASTING TYPICALLY 2 TO 4 WEEKS.**

## **SYMPTOMS**

**A RASH WILL APPEAR NEAR YOUR GENITAL AREA AND ANUS; COULD ALSO APPEAR ON HANDS, FEET, CHEST, FACE, AND MOUTH.**

- **SEVERAL STAGES; SCABS, BEFORE HEALING.**
- **PIMPLES OR BLISTERS AND MAY BE PAINFUL OR ITCHY**

**OTHER:**

- **FEVER**
- **SWOLLEN LYMPH NODES**
- **EXHAUSTION**
- **MUSCLE ACHES AND BACKACHE**
- **HEADACHE**
- **RESPIRATORY SYMPTOMS**

**MAY EXPERIENCE ALL OR FEW**

- **FLU LIKE BEFORE RASH**
- **RASH FIRST THEN OTHER SYMPTOMS**
- **OTHER SYMPTOMS THEN RASH**

**CITED FROM "MONKEYPOX SIGNS AND SYMPTOMS." *CENTERS FOR DISEASE CONTROL AND PREVENTION*, CENTERS FOR DISEASE CONTROL AND PREVENTION, 5 AUG. 2022, [HTTPS://WWW.CDC.GOV/POXVIRUS/MONKEYPOX/SYMPTOMS/INDEX.HTML](https://www.cdc.gov/poxvirus/monkeypox/symptoms/index.html)**

## **CAMPAIGN IDEA**

**FASHION SHOW IN PARIS DURING FASHION WEEK ( FEB 25 - MARCH 5 ) WITH PERFORMANCES FROM YOUR FAVORITE ARTISTS AND PEOPLE OF THE COMMUNITY AND AMBASSADORS. AT A POINT IN TIME THE NEW YORK TIMES CALLED HIS SHOWS “THE WOODSTOCK OF FASHION”, SO LET’S BRING THAT BACK!**

# CAMPAIGN GOALS

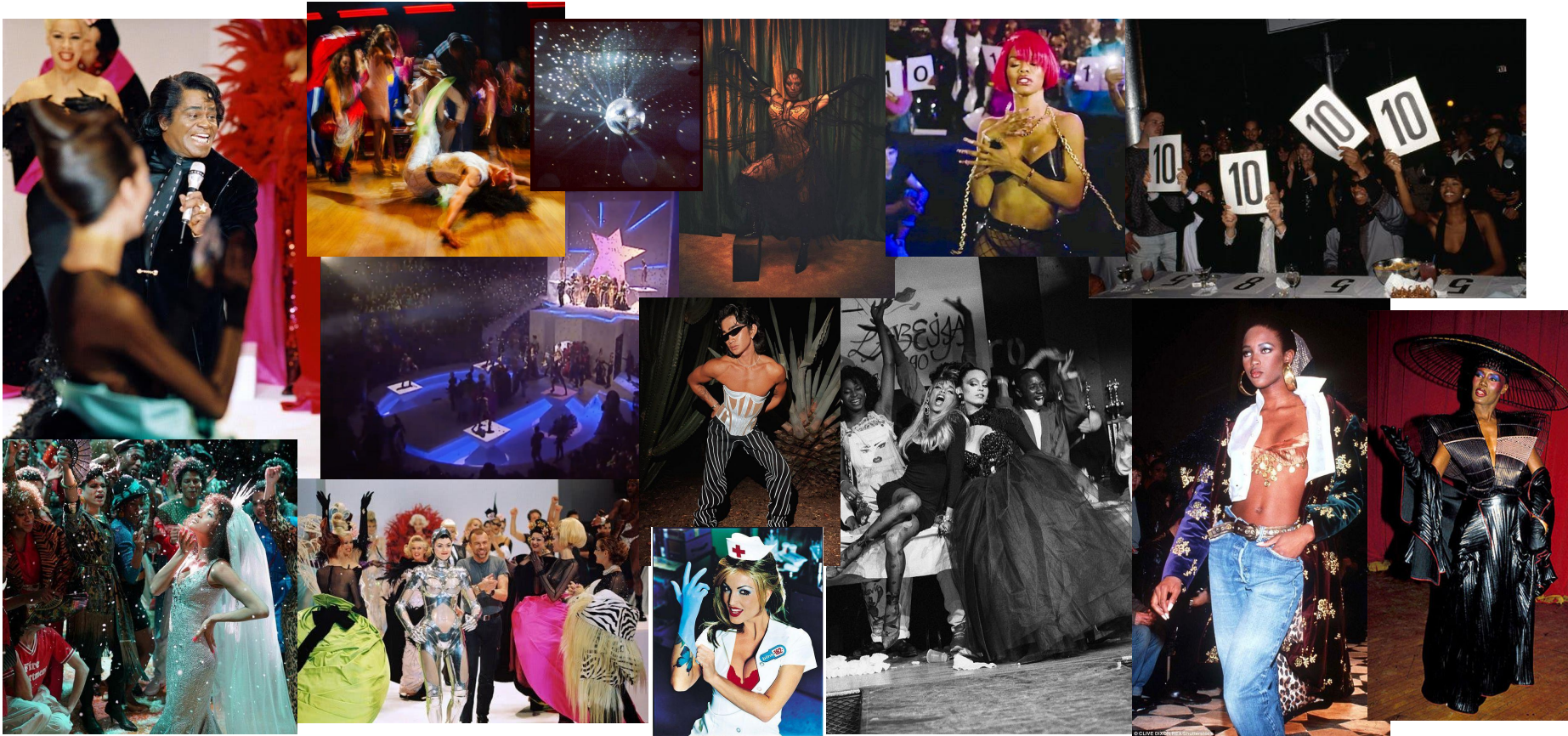
1. GENERATE AWARENESS OF MONKEYPOX
2. GENERATE FOOT TRAFFIC TO MUGLER
3. STOP ATTACKING COMMUNITIES NO MATTER IF THEY CONTRACT IT FIRST OR NOT; HOMOPHOBIA IS STILL THRIVING...ON THE INTERNET IN ALMOST 2023?

## OBJECTIVE

WE WISH TO HAVE A CERTAIN PERCENTAGE OF THE PROCEEDS FROM THE NEW COLLECTION GO TOWARDS STOPPING THE SPREAD OF MONKEYPOX AND SUPPORT THE LGBTQ+ COMMUNITY. THEY WERE AT THE FOREFRONT FOR MUCH OF THE ATTACK WHEN THE SPREAD OF MONKEYPOX FIRST BROKE OUT IN THE US. PEOPLE CONTINUE TO SPEAK MISS INFORMATION AND CALL IT A "GAY DISEASE".

ALL KINDS OF KIDS ARE GETTING THIS DISEASE. YOU CAN GET THIS DISEASE WITH VERY CLOSE SKIN TO SKIN CONTACT WITH SORES, VERY CLOSE CONTACT WITH PEOPLE, OR EVEN WITH SURFACES LIKE CLOTHING THAT MIGHT HAVE TOUCHED THE SORES. YOU WILL SEE EVIDENCE FROM PEOPLE WHO HAVE MONKEYPOX. YES, YOU CAN SEE HIGHER RATE OF MSM (MEN WITH MEN) TRANSMITTED COMMUNITY RATES BUT IT'S NOT JUST MSM COMMUNITIES CATCHING MONKEYPOX.

# CAMPAIGN MOODBOARD - CATEGORY IS...BALLROOM



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