



CÉLINE
PARIS

What Women Want: Creation of A Luxury Brand Case Study Solution



Céline's Phoebe Philo, Educational Background & Careers



PHOEBE PHILO
CREATIVE DIRECTOR

Phoebe Williams, Paris 1973. A is currently the creative director for Céline.
She studied at Central Saint Martins College of Art and Design in London and graduated in 1996.
After graduating, she started her career as the design assistant of Katie Meakin at the brand Club in 1997 (Phoebe left Club in the mid 1990s back in London). In 2000, she was offered the position of creative director at Céline by the LVHE. It was not the end of her work from London and she joined TheCaseSolutions.com



Céline Vipiana & Céline...

Céline Vipiana (1915-1963) had started the company back in 1961. It was a collection of ready-to-wear and footwear for women. Céline Vipiana was the founder and the brand's creative director.
The brand today offers a range of fashion goods such as bags, shoes, dresses and jewelry. TheCaseSolutions.com



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Céline's Phoebe Philo, Educational Background & Careers



PHOEBE PHILO
CREATIVE DIRECTOR

Phoebe was born in Paris in 1973. At 16, she moved to the countryside in the Cotswolds.
She studied at Central Saint Martins College of Art and Design in London and graduated in 1996.
After graduating, she worked for several years on the design team of Stella McCartney at the brand C&A. In 2000, Phoebe left C&A to be with her family back in London. In 2006, she was selected to join the creative team at Céline for the US. This was the end of her time at C&A and she joined TheCaseSolutions.com

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Céline Vipiana & Céline...

Céline Vipiana (1970-1971) and Céline Vipiana (1970-1971) were the president and CEO of Céline. They were the first to see the potential of the brand and they were the first to see the potential of the brand.



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Céline Vipiana & Céline...

Céline Vipiana (1915-1997), first started the company back in 1945. Marco Gobetti is now the president and the chief executive officer while Phoebe Philo is the creative director.

The brand Céline offers a range of leather goods such as bags, loafers, gloves and clothes. **TheCaseSolutions.com**



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When & How did Céline start?



CÉLINE

Céline Vipiana (1915-1997), along with her husband Richard, founded the company Céline back in 1945. Together, they created one of the first luxury brands in the industry.

The company Céline started out being a children's shoe business with their first boutique opened at 52 rue Malte in Paris but has now expanded and focused on a ready-to-wear fashion brand for women with a sportswear approach.

Céline currently has hundreds of stores opened worldwide.

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Famous Céline Products



Small Trotteur Bag



Mini Belt Bag



Small Trapeze Bag



Micro Luggage Handbag

Céline handbags are popular due to the leather as well as the quality and dedication put into its production



In 1964, the launch of the new fragrance "Vent fou" and the new 'American Sulky' collection of accessories gained a lot of success for Céline



The Trench became the most popular product for Céline back in the '60s



Céline Fans & Supporters!

In 1996 the brand was integrated into the LVMH group for \$540 million. LVMH (Moët Hennessy Louis Vuitton SE), is a French multinational luxury goods conglomerate, headquartered in Paris, France. LVMH brought the brand to fame with the opening of a boutique at 36 avenue Montaigne in Paris.

The brand Céline has gone through 4 designers since the death of Céline herself.

Michael Kors - 1997 - 2004

Roberto Menichetti - 2005

Ivana Omazic - 2006 - 2009

Phoebe Philo - 2009 - present

Phoebe Philo has brought the company great success.



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Celebrities like Kendall & Kylie Jenner, Oprah Winfrey & Rihanna enjoy the brand Céline!

Céline's Phoebe Philo; Educational Background & Careers



PHOEBE PHILO
CREATIVE DIRECTOR

Phoebe was born in Paris in 1973 & is currently the creative director for Céline.

She studied at Central Saint Martins College of Art and Design in London and graduated in 1996.

After graduating, she started her career as the design assistant of Stella McCartney at the brand Chloé. In 2006 Phoebe left Chloé to be with her family back in London. In 2008, she was offered the job as creative director of Céline by the LVMH.

They said she could work from London and she agreed.

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Céline's Longtime s

Céline Vipiana wished to be part of a charitable foundation. Richard Vipiana established the Céline-Panour Hospital of Paris in 1975.
American fashion designer Michael Kors was the first wear designer and creative director for Céline before Céline. He brought modern femininity with a touch of Last but not least, Marco Gobetti & Phoebe Philo Céline success with their vivid mind and creative



Céline Today

Today, the brand Céline continues to offer the fashion industry its unique bags, accessories and chic clothing. Céline welcomes not just the elite but encourages people of all sorts to express themselves in her attire. Every piece is made with dedication along with the highest quality for everyone to love and enjoy. I can't wait for what Céline has instore for their future and for the world.





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She studied at Central Saint Martins College of Art and Design in London and graduated in 1996.
After graduating, she worked for several years on the design team of Stella McCartney at the brand Celine. In 2000, Phoebe left Celine to be with her family back in London. In 2008, she was called back to become Creative Director at Celine for the US. This was the end of her time at Celine and she joined TheCaseSolutions.com

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Céline Vipiana & Céline...

Céline Vipiana (1970-1991) and Céline Vipiana (1970-1991) were the president and CEO of Celine. They were the first to introduce the brand to the United States.



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