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(ENT 300 FUNDEMETAL OF ENTREPRENEURSHIP)

CASE STUDY:

**Jean Paul
GAULTIER**

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EXECUTIVE SUMMARY

In performing this case study, the authenticity of purposes is to do some in-depth research on the chosen business. So, in this case study, I chose a well-known company that is renowned for its high-quality haute couture. There's nothing other than that, Jean Paul Gaultier. To be clear, before I chose Jean Paul Gaultier, I had done many studies on the history of the business, the founder, and so on. Jean Paul Gaultier has become one of the well-known fashion designer & business man, however his company also sell other products such as perfumes. In this case research, the study begins with a brief overview of the company, the business history, the business achievement or milestones, the personal background of the entrepreneur and also his personal achievements. In this case study, I had also included the entrepreneurial characteristics which focuses on the concern for self-confidence, efficiency orientation and also the use of influence strategies. Last but not least, the appendices I had inserted in the founder's photo, several product photos and collections of Jean Paul Gaultier Spring/Summer haute couture 2020 are also included.

1.0 Business Description

1.1 Business Background

Jean Paul Gaultier has captured the fashion world about 50 years of his career, shocking and garnering praise in equal parts for his iconic haute couture collections. In 2014, Gaultier announced that he would no longer make his ready-to-wear and menswear collections because he will only focus on his couture line, explaining that he was frustrated by the fashion industry's increasingly demanding schedule. Almost five decades in fashion, Gaultier has successfully made his brand to lay incredibly great financial foundations for his company.

The house also took a 30 percent stake in the Jean Paul Gaultier brand when Hermès took on the designer as creative director in 2003, which was later increased to 45 percent. For seven years, Gaultier stayed at Hermès, leaving in 2010 to focus on his own label. Furthermore, Gaultier's phenomenally popular Puig fragrance licence includes Le Mâle, which has been the number one selling fragrance for men in the EU for several years since its launch in 1995.

Gaultier unveiled his widely regarded line of haute couture in 1997. The designer was able to openly articulate the breadth and variety of his style in couture, taking influence from widely divergent cultures to critical acclaim, from colonial India to Hasidic Judaism. Hermès appointed Gaultier as creative director as a result of this success. In 1993, Classique, his first fragrance, was launched, followed by Le Mâle two years later.

Gaultier partnered with Dior and co-created the long-running TV show, Eurotrash, and hosted it. In April 2019, with pieces ranging from spray-painted denim jackets to faux-fur plaid coats in vibrant colours, Supreme unveiled a widely awaited partnership with Jean Paul Gaultier, featuring both menswear and womenswear. The partnership brings the look of streetwear with high fashion, sold out almost immediately around the world.

1.2 Business Milestone (or) Business Achievements

In 1976, Gaultier launched his own line and unveiled his first collection at a planetarium in Paris with nine models. He used his own money to help fund the collection, and money from his friends and family. His cousin helped knit sweaters, his apartment's concierge sewed, and Menuge created the accessories and handled business arrangements. At his first appearance, there were nine journalists. He became the first person in his first collection to pair motorcycle jackets with dresses, placing a tulle skirt model that produced a look that has now become one of his most popular. His work became so popular that his pieces were sold in some of the most popular boutiques in Paris within two years.

In 1984, he also created the most iconic women's corset with cone bra. Gaultier has also worked in close collaboration with Woford Hosiery.

In 1985, In Paris, Gaultier opened his first boutique. He modelled a series of skirts for men a year ago, further breaking the limits of what at the time in the fashion industry was considered "traditional." By 1985, his company was making \$50 million in worldwide revenue.

In 1987, Following her concert at the Parc de Sceaux, just outside Paris, Gaultier met Madonna. The moment altered the life of Gaultier as he knew it. The two of them were mutual fans of each other's work. Gaultier loved her music, and one of his costumes for the 1985 American Music Awards had been worn by Madonna before. Gaultier was working on corset dresses just a few years before they met. He once made a bra for one of his stuffed bears as a kid. Corsets and lingerie had always been an inspiration for the artist, and now Madonna was going to test his ambition. For her 1990 Blond Ambition tour, the pop singer asked him to design 358 costumes. This was Gaultier's beginning as an icon, legend, and master of haute couture. The designs by Gaultier won praise and propelled the designer into the spotlight of international fashion. The pink corset body suit she wore over black trousers was one of her most noteworthy designs for Madonna. For her 2006 Confessions World Tour, he designed the costumes as well.

In 1993, Gaultier launched the first 'Classique' fragrance of his brand, which has since become known for its body sculpture bottle design..

In 1997, He displayed his first collection of couture and one of the first pieces was bought by the actress Nicole Kidman. From there, a bunch of high-profile stars suited up. He also dressed Cate Blanchett, Lady Gaga, Rihanna, Beyoncé, Nicki Minaj, French actress Marion Cotillard, Coco Rocha, Dita von Tesse, and

Solange Knowles, in addition to Nicole Kidman. He was also an early mentor to the designer Martin Margiela, Maison Margiela 's founder.

In 2010, Target partnered with the designer. The relationship was through the designer partnerships of the retailer, which highlighted prominent industry designers who designed the store's collections. "The collection of Gaultier paid tribute to American women" celebrating the powers of style in American pop culture, both past and present. "It was available from March 7, 2010 to April 11, 2010.

In 2011, His art has been showcased by major museums. The Montreal Museum of Fine Arts partnered with the designer for the exhibition 'The Jean Paul Gaultier Fashion World: From the Pavement to the Catwalk.'

In 2011, He launched his first ever line of swimwear with La Perla, a lingerie brand. Women's Wear Daily claimed at the time that bras in the line ran for around €500 (\$554), and for a dress up to € 1,500 (\$1,664).

In 2012, at DUFTSTARS-Berlin, Jean Paul Gaultier was given a lifetime achievement award for his various perfumes. Jean Paul Gaultier is a member of the jury of the 65th Festival of Cannes Film. Jean Paul Gaultier, Guest of Honour at the Cali Expo Show, introduced Couture in Colombia for the first time. He was hired as the creative director of Diet Coke the same year and assisted with some of the company's promotional campaigns. He also designed new bottles for the firm in his new job.

In 2019, with the streetwear brand Supreme, which was an instant success, Gaultier launched a line. He followed in the footsteps of Louis Vuitton, who launched a streetwear collection in 2017. Logo T-shirts, shirts, backpacks, sneakers, and cargo suit vests were in Gaultier's set.

1.3 Entrepreneur's Personal Background

Gaultier grew up in the Paris region. His mother was a clerk and his father was an accountant. It was Marie Garage, his grandmother, who introduced him to the fashion world. As a designer, he never received formal training. Instead, at an early age, he started sending sketches to popular couture stylists.

Gaultier came up with designs for his grandmother and mother at just 13 years of age. He was excited about fashion magazines and kept up with the new designers. And Gaultier started to create his own collections, much like the top designers. He submitted some of his drawings to many Parisian designers, and on his eighteenth birthday, he landed a job with the designer Pierre Cardin. It was his first formal design training experience.

Pierre Cardin was impressed with his talent and employed him in 1970 as an assistant. He left high school early in order to work as Cardin's studio assistant. A year later, in 1971, he worked with Jacques Esterel and Jean Patou. Later that year, he worked again with Cardin for a year until 1974 managing the Pierre Cardin boutique in Manila. Cardin sent him to Manila to run the local office, despite Gaultier's youth. The outlet said the young designer was so successful in the country that he had difficulty securing the government's exit visa. In order to leave, he found himself on a "no leave" list and had to claim to have a family emergency. Never has he returned.

1.4 Entrepreneur's Personal Achievements

2001 - He was made a Chevalier de la Légion d'Honneur in France, the highest order someone can receive in France for merits of military and civility.

2004 - He received the best international designer CFDA New York.

2012 - Jean Paul Gaultier was honored by AmFAR for his life time achievement.

2011 - Jean Paul Gaultier receives Globe de Cristal as best fashion designer.

2012 - He became the first fashion designer to become a jury member for the main competition at the Cannes Film Festival.

2.0 Entrepreneurial Characteristics

2.1 Personal Entrepreneurial Competencies of point 1 (Self-confident)

A successful entrepreneur has a strong belief in self and own abilities. Example, stick with own judgement in the face of opposition or early lack of success.

By using unorthodox models for his exhibits, such as older men and full-figured women, pierced and heavily tattooed models, and performing stereotypical gender roles in the shows, Gaultier created shock. This won him criticism as well as tremendous popularity. Gaultier, whose autumn / winter 2011 show featured models in grey beehives, is attributed to the "granny grey" hair colour trend. His catwalk show at Paris Fashion Week in the spring of 2015 featured silver-haired models again, as did the displays by Chanel and Gareth Pugh, other fashion designers. Between celebrities and the public in general, the trend quickly took off.

2.2 Personal Entrepreneurial Competencies of point 2 (Efficiency orientation)

A successful entrepreneur always find ways to do things faster or fewer resources or at a lower cost. Example, look for ways to do things faster or at less cost.

Gaultier opened his own fashion house in 1982. In 1982, Vogue Australia claimed that he was the one who "made trendy garbage bags and tin cans." His work was about what he saw on the streets around him, rather than dwelling on wealth and opulence. He was known as the enfant terrible (a French term that loosely translates to being a "unruly boy" in English) during his earlier years. He released a collection in 1980 designed around the theme of "throwaway elegance." He used as motifs garbage bags and tin cans, the latter of which has since become his trademark. He obtained an investment from the Japanese company Kashiyama for the opening of his fashion house.

2.3 Personal Entrepreneurial Competencies of point 3 (Use of Influence Strategies)

An entrepreneur is able to make use of influential people to reach his business goal. Example, uses a strategy to persuade or influence others.

The pink conical bra that Madonna wore on her "Blond Ambition Tour" is so entrenched in the canon of pop and fashion music that little introduction is needed now. The look was the result of several months of collaboration, with fittings taking place both in New York and Gaultier's ateliers in Paris, designed by Jean Paul Gaultier, who Madonna personally asked to create the costumes for the tour and she also handwrote him a letter to express her appreciation for his humorous

take on fashion.

APPENDICES



Jean Paul GAULTIER

Current look of Mr. Jean Paul Gaultier in 2020 at age 68 alongside with his company logo.



Gaultier's notoriety increased in the 1980s with several cone-breasted designs, similar to one worn on tour by Madonna. (Left)

Designed by Jean Paul Gaultier for the fashion freak show 2019. (Right)



Jean-Paul Gaultier Haute Couture Spring/Summer 2020 show in Paris, France.



The most iconic perfume in the world by Jean Paul Gaultier LE MALE was released in 1995. (Left)

New fragrances release in 2020. LE MALE LE PARFUM & SO SCANDAL.

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