

## Yuta Powell Store

### Coco Reiser

- For my field trip I went to Madison avenue to Yuta Powell's store.
- Her store is high end and top things.
- Yuta lived in paris when Mr. Givenchy asked her to work at his atelier.
- After she worked with him, she went to Carolina Herrera on Madison avenue
- now Yuta owns a salon as an independent fashion house.
- she doesnt have ordinary retail
- She presents her collection in a town house, which shows an extreme elegance.
- the value of her clothes is extremely high. it is unique and detailed.
- The town house is designed with animal heads and rugs everywhere
  - this really reminded me of Diana Vreeland's tastes.