



Fashion Industry

# Company Analysis

- *Louis Vuitton*
- *Armani*

Swipe to Learn  
More

# Overview

## Louis Vuitton

VS

## Armani

Talking about France, people will think of not only Eifel but also Louis Vuitton, a renowned French product brand. Louis Vuitton (LV) is a fashionable product company named after **Mr Louis Vuitton** as a founder in **1854**. Louis Vuitton became the **first fashion brand to broadcast a live fashion show on Facebook in October 2009**.



Armani Exchange is a private company owned by idol designer **Giorgio Armani** dealing in fashion and leisure. Armani Exchange was launched in the **United States in 1991**.

# Future Prospects

## Louis Vuitton

VS

## Armani

The brand positioning of Louis Vuitton in Singapore as compared to Hermès, Gucci and other fashion brands (based on pricing and exclusivity) is high. Louis Vuitton bags are offered through **limited distribution channels**, its stores, a series of high-end departmental stores throughout the world, which allow it to control product quality and pricing. Above all, **using its controlled channels allows LV to prevent counterfeit products** from entering its distribution channels.

Armani's goal is to expand the Armani Exchange Brand to India's exponentially growing middle class. Armani Exchanges **key markets are growing consumer economies with a growing middle class**. India is currently on the rise with an exponentially growing middle class that moves ahead of these countries. Evidence shows that as income increases, the number of discretionary spending increases. For corporations and private companies such as Armani Exchange, the middle class in India presents a significant business opportunity.

# Marketing Strategies

## Louis Vuitton

VS

## Armani

- Louis Vuitton is the **only brand that has no TV commercial, no second product line, no promotion on sales, no free item to give away.** Louis Vuitton also has no set of products for sales, no outlet, no license for any other third party. Pricing is the round number only. Since operating the business for **161 years**, Louis Vuitton never gives any discount for promotion.
- However, Louis Vuitton has a well-known reputation as it is the company of Louis Vuitton Moet Hennessy group, the largest luxury goods advertiser in the world.



- Armani Exchange will be the **world's only company to advertise with a 3D campaign.**
- The 3D advertising campaign will run online. The magazine spreads will be equipped with a pair of 3D glasses.
- These advertisements will direct readers to a specially designed 3D page on the Armani Exchange website, where users could view exclusive 2D and 3D music videos.
- This concept will give Armani Exchange a **very exclusive and unique style** that differentiates the brand from others.

# Financials

## Evaluation Criteria

Louis Vuitton **vs**

Armani

**Market Valuation**

\$14.86 B

\$6.73 B

**Total Assets**

\$146.74 B

\$7.4 B

**Net income**

\$8.18 B

\$102 M

**Acquisitions**

78 brands and subsidiaries

9 Organisations

# CSR Initiative

## Louis Vuitton

VS

## Armani

- Luxury fashion brand Louis Vuitton has placed **CSR at the heart of its marketing strategy** with a three-year commitment to help young people engage with art through a specially created website.
- The site, created by digital agency SiftGroups, offers users exclusive content from art industry events. The **'Projects' section allows young people to showcase their work** and get feedback from critics and fellow artists.



- For the Armani Group, being a brand that **symbolises fashion and luxury** means knowing how to create unique products, combining aesthetics, quality and innovation with a strong system of values.
- The Armani Group's **commitment to sustainability** is expressed in five different areas, overseen daily and sustained by concrete initiatives: customers, the supply chain, the environment, human resources and community.

# Highlights

## Louis Vuitton

VS

## Armani

- **Quality of the product is the most important factor** to some consumers when purchasing a luxury product. As LV is perceived to have absolute quality, we ascertain there's a potential market that LV can tap on.
- A portion of LV consumers purchase LV due to their beliefs that owning LV products demonstrates success and social status.



- Armani Exchange is a very unique and different brand like no other. The brand is inspired by “**street-chic**” **culture and fashionable dance music derived from European styles**. Our advertising campaigns and store features differentiate from “average” to “above and beyond”.
- **Armani Exchange designs manufacture distributes all of its products and owns 100% of its retail locations**. Armani holds its headquarters in Milan, Italy (fashion capital of the world).