

## Luxury Apparel Brands - World

### Market Analysis – 2015-2020 Trends – Corporate Strategies

*Publication date: September 2015*

**Exclusive extracts from this 243 page-long report:**

**- What is the business?**

Luxury fashion has a high break-even point, and haute couture is generally an unprofitable activity. Collections presented by top labels during major fashion shows are usually not destined for sale, but are key to shaping a label's image, building its brand, and affirming its identity against other brands. Strong brand value in turn allows the marketing of more profitable ready-to-wear fashion collections. Strong brand value also facilitates labels' expansion to other businesses with lower break-even points (i.e. higher margins and greater profitability) such as accessories, leather goods or perfumes. Brand line extensions are among the industry's key strategies [...]

**- Who are the key players?**

The global luxury apparel market is dominated by a handful of multinational conglomerates with large portfolios of specialised luxury brands. The majority of leading luxury apparel groups and brands are concentrated in the United States and Western Europe, especially in France and Italy. In other key luxury markets such as the US, Japan and China, only a few brands are established luxury companies. Companies analysed in the report include: **LVMH, RICHEMONT, KERING, MICHAEL KORS, RALPH LAUREN, HERMES, PRADA, BURBERRY, HUGO BOSS, PVH, GIORGIO ARMANI, CHRISTIAN DIOR COUTURE, SALVATORE FERRAGAMO and CHANEL.**

**- How intense is competition?**

Rivalry among leading luxury groups is based on brand value, product quality and innovation, all of which contribute to product differentiation. Although price-based competition is reduced by the market's broad segmentation and the specialisation of most companies, in the last years competition has increased as a result of the declining demand in some fast-growing markets. Labour cost and supplies management are also intensifying rivalry.

**- What are the main markets?**

Western Europe remained the largest regional luxury apparel market by total sales in 2014. Italy and France in particular are Europe's key markets, partly owing to the relative importance of tourist purchases in these countries, while other large mature luxury markets include the US and Japan. Large emerging countries such as China, Russia, Brazil and India still represent small luxury markets but are rapidly catching up.

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

**José Antonio Bautista**  
Analyst, Xerfi Global

## ORDER FORM

Ref: 5XDIS01 / INTL / INT

Return by mail or fax to:

Xerfi, 13-15, rue de Calais 75009 Paris

Fax: + 33 1.42.81.42.14

Tel: + 33 1.53.21.81.51

# Luxury Groups - World

## Market Analysis – 2015-2019 Trends – Corporate Strategies

*Please choose how you wish to receive the report (tick the relevant box):*

<input type="checkbox"/> Hard copy (mail delivery):	<b>1 600</b> Ex VAT	1 688,00 Inc VAT (5.5 %)
<input type="checkbox"/> Electronic version (pdf file):	<b>1 600</b> Ex VAT	1 920,00 Inc VAT (20.0%)
<input type="checkbox"/> Both versions (hard copy and electronic file)	<b>2 000</b> Ex VAT	2 400,00 Inc VAT (20,0%)

*The applicable VAT rate is that of the date of the invoice*

*\* Please fill out in capital letters:*

Company: \_\_\_\_\_ Position: \_\_\_\_\_

Name & First name: \_\_\_\_\_

Address: \_\_\_\_\_

Post code: \_\_\_\_\_ City: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

(\*) E-Mail : \_\_\_\_\_

(\*) required field

Price valid until 31<sup>st</sup>, May 2016. Invoice upon receipt of the order.

In case of litigation, express competence is granted to the Paris commercial court.

**Date, Signature and Stamp:**

**Method of payment:**

☐ Enclosed cheque

☐ Upon receipt of the report and the invoice