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Brand Portfolio

Approach to Brand Imaging

LVMH Brand Image: Also known as Moët Hennessy and Louis Vuitton is a French luxury goods conglomerate and the largest one at that. “LVMH’s portfolio of brands includes over 70 prestigious names in fashion, leather goods, perfumes, cosmetics, watches, and jewelry” (The Brand Hopper, 2023). LVMH's model revolves around acquiring prestigious luxury brands known for their unique craftsmanship, superior quality, and exclusivity.

Tiffany & Co. Brand Image: An American luxury jewelry brand that is extremely well-known worldwide. Tiffany & Co. is well known for its excellent craft, one-of-a-kind designs, and tastefulness. “The brand’s legacy continues to resonate with consumers worldwide, making Tiffany & Co a sought-after luxury jewelry brand” (The Brand Hopper, 2023). They have the highest quality diamonds guaranteeing their value.

Purpose of the Acquisition

In January of 2021 Louis Vuitton Moët Hennessy acquired Tiffany & Co. There are many reasons for this acquisition that would significantly benefit the world’s supreme luxury product group. According to BBC News, “The deal will help LVMH to expand into the jewelry sector - a fast-growing area of the luxury goods market”. LVMH believed that this would happen with the acquisition of Tiffany & Co. being that it is one of the most well-known luxury jewelry

companies. The merger would also help LVMH's jewelry sector grow astronomically and in turn, boost sales at Tiffany & Co.

Assessment of the Acquisition

I believe the acquisition of LVMH and Tiffany & Co. is a great business deal on both ends. According to Forbes, "LVMH plans to boost Tiffany's marketing budget, launch new products, spiff up its retail stores, and make the brand more appealing to millennials". While the acquisition of Tiffany would greatly benefit LVMH's jewelry sector (and all the companies associated with the conglomerate) in turn LVMH would also be benefitting Tiffany & Co. and bringing in more customers.

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