

INTRODUCTION:

Dior

- Started In 1946 by Christian Dior.
- Headquartered in Paris, France.
- 79,450 Employees.
- Biggest hit of today is fashion world.
- 3 main competitors are Chanel, Versace and Gucci.

INTRODUCTION:

Dior

 Christian Dior (21 January 1905 – 23 October 1957) was a French fashion designer, best known as the founder of one of the world's top fashion houses, also called Christian Dior. His company Dior owns LVMH which also owns Louis Vuitton

DIOR MARKETING STRATEGY



- It operates through three companies: Christian Dior Couture (100% owned), Financiere Jean Goujon (100% owned) & and LVMH (42.5%owned).
- Christian Dior enjoys strong brand equity. Through its subsidiary LVMH, it has access to one of the strongest luxury brand portfolio.
 LVMH possesses a portfolio of over 60 prestigious brands including Louis Vuitton, Christian Dior, TAG Heuer, Fendi, Moet & Chandon, Sephora which gives it a competitive advantage.

SYMBOL OF ABSOLUTE PERFECTION:



- Christian Dior, is going all out to reach its niche target market.
- The company's focus is clearly on popularizing the segment (Fragrance, make up and Skin Care).
- Dior has built its fame on Women's Fashions.
- Its target audience is anyone who has an extra ordinarily mixture of romanticism, feminism and modernity.

FRAGRANCE MEN:

Dior

Dior



WOMAN

FRAGRANCE MAKEUP SKINCARE

MAN

FRAGRANCE

BEAUTY EXPERTISE

DIOR AND YOU

DIOR NEAR YOU CONTACT

CATALOGUE

THE HOUSE OF DICK STORE LOCATOR MORE DICK



DIOR HOMME:



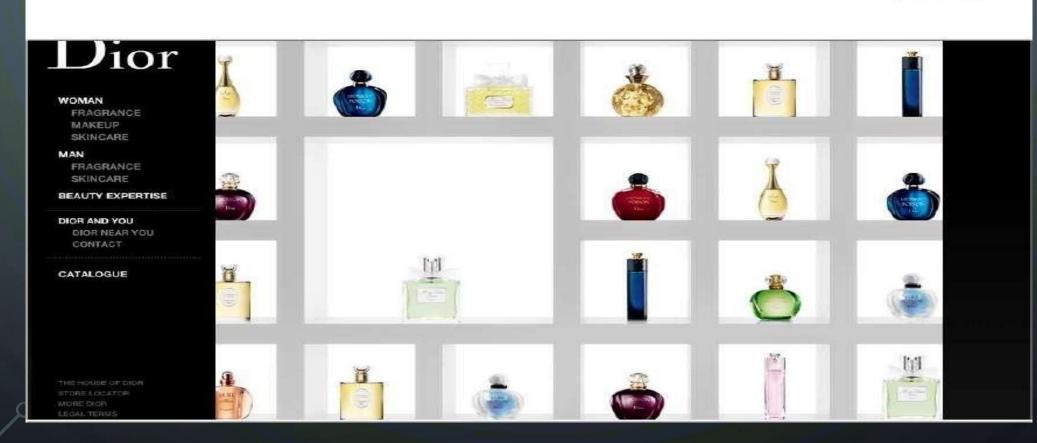
Loyal to the spirit of the Dior brand, Dior Homme blends
 Tradition and modernity



FRAGRANCE WOMEN



Dior



DIOR -MAKE UP

ChristianDior

Dior

DIOR MAKE-UP RANGE

VOMAN FRAGRANCE MAKEUP SKINCARE MAN FRAGRANCE SKINCARE ALL LOCK PRODUCTS

- BEAUTY EXPERTISE
- DIOR AND YOU DIOR NEAR YOU CONTACT
- CATALOGUE

THE HOUSE OF DIGR STORE LOCATOR MORE DIGR LEGAL TERMS

DIOR SKIN





BRAND IDENTITY PRISM:

Physique

Exclusive Creation, Quality

Relationship

Social distinctiveness, status

ChristianDior

Reflection

High Income Women, Elegant with a social position.

Personality

Elegant, Conservative

Culture:

Classicism, Historical rememberence

Self image:

I am elegant & distinctive, traditional.

SWOT ANALYSIS:

- Strength:
- Strong luxury brand name and image
- Strong presence over numerous luxury avenues across the world
- Increasing vitality of its emblematic product lines.
- Strong innovative and high-end savoir- faire



- Weakness:
- Presence in a limited market.
- Low revenue and presence in Latin and South America.
- Replicas create a problem to brand identity.



- Opportunity:
- Developing the e-commerce .
- Expanding in emerging markets
- Focusing on green initiatives .
- Increasing technological innovation investments.

- Threats:
- Tough existing competition.
- Increasing number of new designers.
- Sales lost on its leading customer group.
- Counterfeiting,

