

The Truth – Live and love the truth.

Introduction.

Louis Vuitton is a brand that has been around for a long time and is an excellent illustration of how a brand may evolve to meet the needs of modern consumers. The findings of this study suggest that a brand can earn more money when it evolves but keeps its main features from its history. Louis Vuitton may make money by collaborating with young artists who can help the brand succeed in the premium fashion market. The purpose of this essay is to demonstrate that the Louis Vuitton brand has used the same strategies for years and that they are effective in growing the brand's revenue.

Business concept.

Louis Vuitton offers high-end goods and services “Explanation of Louis Vuitton's Mission "The LVMH gathering's motivation is to mirror the world's most cleaned elements of Western "Workmanship de Vivre." Explanation of Louis Vuitton's Vision "LVMH has prevailed with regards to saving a family soul that focuses on long haul arranging."

Industry segment and market analysis.

Louis Vuitton is well-known worldwide and has a strong image in important financial centers and high-net-worth individuals such as Singapore, China, Hong Kong, and Japan Louis Vuitton does not compromise traditional craftsmanship because these products are manufactured with fine details and beautiful materials, there are no discounts or promotions, and defective products are thrown away soon as stated in their policy. The first segment of Louis Vuitton's target market is wealthy middle-aged women aged 30 to 55, while the second is stylish young female adults aged 17 to 35 who have saved enough cash to buy one wish.

SWOT analysis

Strengths- Louis Vuitton has deep history behind the brand (brand image) which is plus for the brand.

Weakness – there is too many people selling fake Louis Vuitton bags on the street on SoHo this really hurts our brand image.

Opportunities – future collaboration with other brands might take Louis Vuitton on the top of fashion trends.

Louis Vuitton can create better selling platform online.

Threats – The pandemic hurts our business people don't shop as often as they use to. They are trying to save money..



Triple Bottom Line

Louis Vuitton is dedicated to ensuring long-term sustainability. The Maison's efforts have been matched with the LIFE program's objectives to safeguard biodiversity around the world, putting the company on the road to a more sustainable future for luxury (SDG15).

Louis Vuitton strives to have a beneficial impact on society by encouraging diversity and inclusion, supporting communities, and developing savoir-faire.(SDG10)

LVMH's obligation to further developing the energy execution of its destinations and stores, with an emphasis on CO2 discharges that are not straightforwardly connected to item fabricating however emerge from different phases of the item lifecycle, like transportation, acquirement, and utilization, is assisting with combatting environmental change. (SDG6)

Marketing strategy.

Louis Vuitton (LV) is successful because it continued to thrive despite market changes. The company's strategies have been responsive, and it has maintained a long-term future (LVMH 4). The brand and its designs are LV's core competencies (Chen, 2021). They provide it with long-term competitive benefits. More than a bag, a shirt, or an item of clothes, Louis Vuitton is a lifestyle brand. If a company follows sound ideas, it doesn't need a sophisticated marketing strategy to stay in customers' minds.

Target customer.

Louis Vuitton caters to both men and women, ages 16 to 80, who are clearly wealthy. Entrepreneurs with a high net worth and disposable money. Louis Vuitton use psychographic segmentation, which includes lifestyle and motivations. People in China and Brazil are required to show their social status and wealth.

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