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S.W.O.T Analysis of Chanel (Marketing Strategies)

As we all know all brands has a S.W.O.T analysis which shows their strengths, weakness, opportunities and threats. In Chanel case this is what made them different from other brands. Chanel strengths comes from their company portfolio which allow the brand diversity spread their name through other products such as fashion, fragrance, skin care, makeup, watch and fine jewelry. Chanel weakness was the cash cow of the company. This may be a little tricky because this is the profit maker which is known as the Chanel No. 5 fragrance but they do not sell ecommerce. The only way you can find the high end prestige product was in the store so it was not accessible in a variety of places besides Chanel store itself. Chanel brand opportunity comes from the low end prestige product. They are able to create more affordable products which keeps the brand in a float. It can pleased high end consumers and low end consumers. This was a big opportunity because it helps everyone to have a product from Chanel. Another opportunity is their power of influences. In every fashion show they are able to display a narrative which can be very relatable and influence other people. A threat from this brand is their upholding exclusivity. Selling in a contemporary market they do not only focus on the product itself but the customer wants and needs. This was a big advantage for the company but was a big threat to others because they were able to give the consumer more interest in their products.

In Spring 2020 collection for Chanel I believe seeing them to continue their power of influence in their fashion show. Chanel creating a vision during their fashion show is one of the biggest highlights of the brand. It's usually the time when the audience embrace and connect with the brand. As of right now Penelope Cruz is the brand ambassador but I do think a different person can change the game up. Someone who is more popular, elegant and fearless. I don't have a celebrity in mind but a woman or even a man who is trending and is willing to try different things so it can create an impact on their products. I think Chanel brand portfolio can expand larger maybe break into kitchen wares or even furniture to inspire more consumers. This will help strengthen the brand because it will expose to people who may not be in fashion but into more of interior designs for their house. Overall in Spring 2020 collection they should be able to open new doors for different consumer and continue to carry their motto all throughout the world using different ideas.

"In order to be irreplaceable one must always be different." "My life didn't please me, so I created my life." "As long as you know men are like children, you know everything!" "Simplicity is the keynote of all true elegance. - Chanel