



GIVENCHY

 [GIVENCHY.COM](https://www.givenchy.com)

LIMITED TARGET SEGMENT



GIVENCHY HAS A TARGETED AUDIENCE OF WOMEN THAT ARE AGED FROM BETWEEN 22 AND 45 YEARS OLD. THEIR DISSIMILAR STYLE PERMITS IT TO SUIT A DIVERSE AGE DEMOGRAPHIC.



UNIQUE SELLING PROPOSITION (USP)



GIVENCHY IS PLACED IN THE DESIGNER PRICE CATEGORY, BUT THEIR SALES ARE CARRIED OUT FROM THEIR BOUTIQUES AND HIGH-END STORES. THE BRAND'S PRICING STRATEGY PROVIDES EXCLUSIVITY IN THEIR PRODUCTS WITHOUT ERASING THE BRANDS ICONIC HISTORY. IT ALSO USES THE LVMH STRATEGY WHICH PRIORITIZES IN DIVERSIFIED BRAND STRATEGIES SUCH AS BUSINESS DIVERSIFICATION AND PRODUCT DIVERSIFICATION.

BRAND DIFFERENTIATOR

THIS BRAND OFFERS A CAUSAL CHIC AND ARISTOCRATIC ELEGANCE STYLE THAT MAKES GIVENCHY UNIQUE. IT ALSO OFFERS PRODUCTS TO MEN, WOMEN AND CHILDREN. THE BRAND OFFERS OTHER PRODUCTS A SIDE FROM HANDBAGS AND ACCESSORIES, BUT IT ALSO INCLUDES DENIM, T-SHIRTS, SWEATSHIRTS & HOODIES, AND KNITWEAR MAKING WHAT IS "BAISC" IN CLOTHING LUXURY WHICH COULD BE AN EXAMPLE OF THEIR UNIQUE SELLING PROPOSITION.

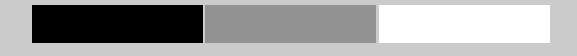




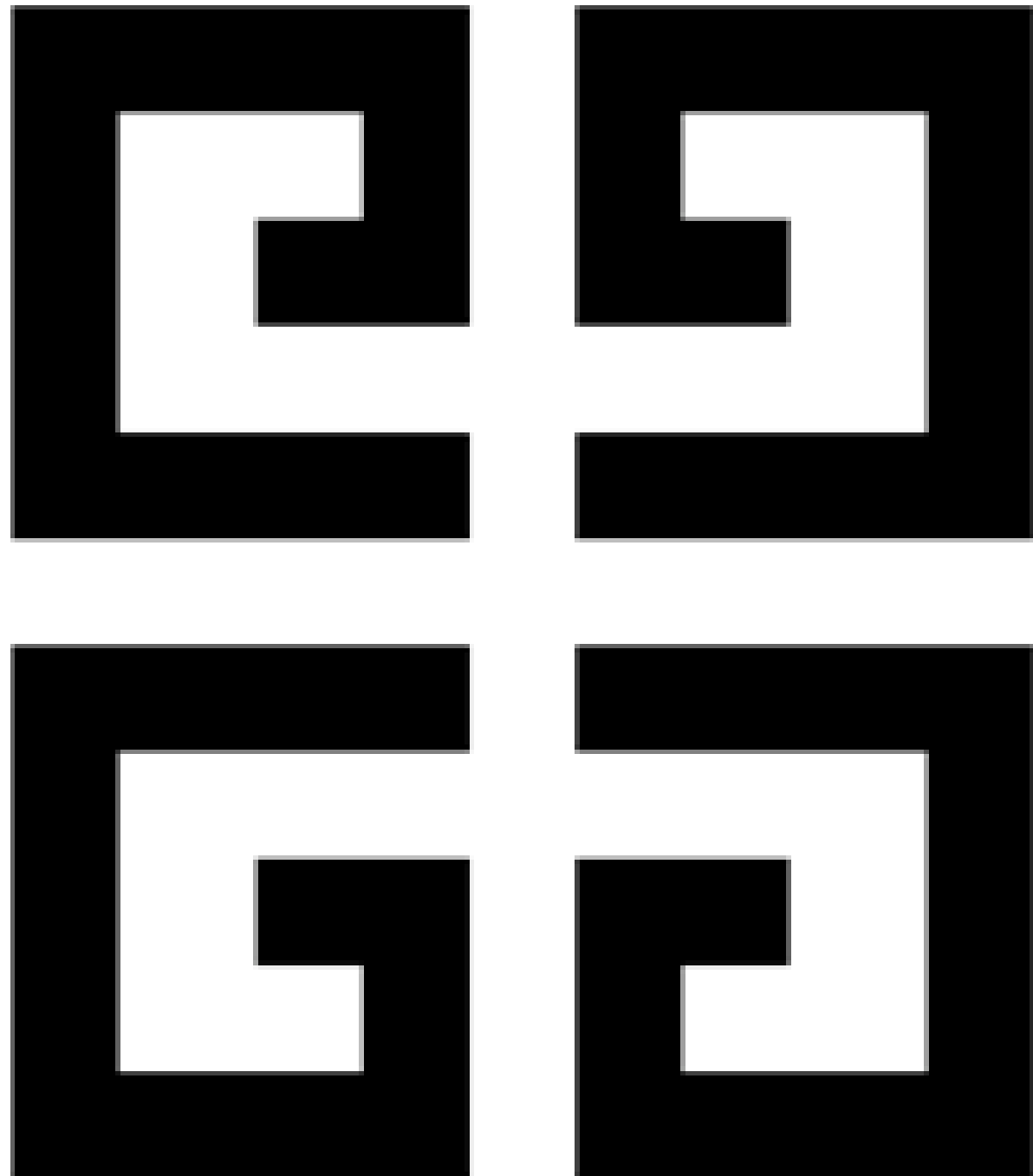
COMMUNICATION STRATEGY

GIVENCHY USES MARKETING AND ADVERTISING TOOLS SUCH AS PRINT, DIGITAL, AND OUTDOOR ADVERTISING, AND PROMOTES ITS BRAND THROUGHOUT SOCIAL NETWORKS IN ORDER TO COMMUNICATE WITH PRESENT, PAST AND FUTURE CONSUMERS.





VIEWS ON THE BRAND



GIVENCHY HAS A UNIQUE STYLE AND REPUTATION THROUGHOUT HISTORY. GIVENCHY IS A DESIGNER LUXURY BRAND BECAUSE IT HAS BEEN FOUNDED AND DESIGNED BY HUBERT DE GIVENCHY. THE BRAND IS WELL KNOWN FOR ITS HIGH-END AND HIGH-QUALITY CLOTHING DESIGNS AND PERFUMES. IT HAS GONE BACK TO CONNECTIONS WITH OLD HOLLYWOOD WITH HUBERT DE GIVENCHY BEING AUDREY HEPBURN'S PREFERRED DESIGNER FOR HER PERSONAL LIFE AND FOR HER FILMS WHICH MAKES AUDREY HEPBURN'S CLOTHING CUSTOM DESIGNED.