

Christian Lacroix

Parent company

Falic Fashion Group

Category

Apparel and accessories

Sector

Lifestyle and retail

Tagline/ slogan

Undefined

Usp

Glamorous, expensive-looking, and unapologetically dramatic clothes

STP

Segment

Women with a taste for panache and designer label belonging to premium class

Target group

Women from the urban upper class

Positioning

Couture clothing line with French detailing

SWOT analysis

Strengths

1. Niche premium segment clothing catering to people who have lived fashion
2. The brand epitomizes the eighties through the designer's use of sumptuous fabrics (velvet, satin, taffeta)
3. Brand has established itself with associations with leading global celebrities
4. The brand has diversified into product lines like Fragrances, Home, Handbags, and Shoes
5. Around the world, Lacroix has 1,000 total points of sale.

Weaknesses

1. Sometimes perceived as an extremely expensive product
2. Competition from existing brands means more brand switching
3. The brand has not been able to generate profits

Opportunities

1. Partnered with Avon cosmetics to introduce a new fragrance exclusive to Avon
2. Global markets in Europe and China and other emerging economies
3. Penetration of e-commerce i.e. sales made online is growing
4. Tie-ups with fashion houses and retail chains

Threats

1. Economic fluctuations affect apparel retail business
2. Competition and changing fashion trends is a major challenge
3. Increasing awareness and penetration of competitive brands

Competition

Competitors

1. Christian Dior

2. Chanel