

**Diesel**

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**Diesel**

**Parent Company**

Diesel S.p.A.

**Category**

Apparel and Accessories

**Sector**

Lifestyle and Retail

**Tagline/ Slogan**

For Successful Living

**USP**

Complete lifestyle brand

**STP**

**Segment**

Young men , women and children who are very fashion conscious

**Target Group**

Urban upper-middle and upper class

**Positioning**

A complete fashionable lifestyle brand

**SWOT Analysis**

**Strengths**

- |   |   |
|---|---|
| 1.A complete lifestyle brand known for its luxury and pre       | a-porter clothing aimed at young adult market   |
| 2. The exclusiveness strategy which saw them intentionally      | ly shrink from 10000 points of sale 5000 points |
| 3. Strong advertising strategy which sees them building         | stories around pictures.                        |
| 4. One of the first clothing companies to have a major presence | on the internet since 1995                      |

- |   |   |
|---|---|
| 5.The diversification into other merchandise like sunglasses  | ,watches, perfumes, footwear makes it a |
| 6. Has over 2500 employees serving in 80 countries            |   |
| 7. Apart from clothing, it offers watches, footwear, perfumes | etc                                     |

### Weaknesses

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|---|--|
| 1.Their main product Diesel jeans is expensive and only   | available to a select few                      |
| 2.Majority of sales revenues come from designer jeans. A  | slight dip in the demand of it may see a major |
| 3.Replica products and fake imitation affects brand image |  |

### Opportunities

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|---|--|
| 1. With rising concern in eco-friendliness of products Diesel   | can respond to this concern with promotional |
| 2. Diesel can tap emerging retail markets like India and Africa | to make the most of the unsaturated market   |
| 3. Outsourcing some divisions in some countries may help        | maintain economies of scale                  |

### Threats

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|--|--|
| 1. The highly fragmented fashion industry amounts to low   | consumer loyalty related to a particular brand |
| 2. The trade barriers which cause fluctuations in currency | denominations may cause losses when it co      |
| 3.The emergence of many designers in the jeans segment     | may cause a serious threat to their core pro   |

**Competition**

**Competitors**

1. Lee

2. Wrangler

3. GAP

4. Tommy Hilfiger

5. Calvin Klein

6. Pepe Jeans

7. Levi Strauss

8. Versace

9. American Eagle Outfitters

10. Abercrombie and Fitch

