

**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 preppy-a-porter clothing aimed at young adult market
2. The exclusiveness strategy which saw them intentionally shrink from 10000 points of sale to 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 lifestyle brand
6. Has over 2500 employees serving in 80 countries
7. Apart from clothing, it offers watches, footwear, perfumes etc

### Weaknesses

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 impact
3. Replica products and fake imitation affects brand image

### Opportunities

1. With rising concern in eco-friendliness of products Diesel can respond to this concern with promotional campaigns
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

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 comes to exports
3. The emergence of many designers in the jeans segment may cause a serious threat to their core product

**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

