

DKNY Donna Karan New York

Parent Company

Louis Vuitton Moet Hennessy (LVMH)

Category

Apparel and accessories

Sector

Lifestyle and Retail

Tagline/ Slogan

Be Delicious

USP

Practical, comfortable, refined clothing

STP

Segment

Women and men who look for simple, casual clothing with affordable price

Target Group

Middle aged Women, men and kids from upper class

Positioning

Luxury Fashion retailer

SWOT Analysis

Strengths

1. Leading Fashion designer in America and creator of Donna Karan New York and DKNY

2. Labeled as innovative and world-class fashion designer whose clothes worn by many famous persons

3. DKNY known for its excellent branding and advertising

4. Global Presence including China, Canada, Dubai

5. Provides Online Shopping with international fashion clothing

6. Different product line range from jeans, accessories, shoes, underwear, baby clothing, Fragrances

7. Brand extension under the name DKNY like DKNY jeans, DKNY baby, DKNY kid, DKNY LIFE etc.

8. Donna Karan won many awards like lifetime achievement, menswear, women-wear designer

Weaknesses

1. Still trying to penetrate into the international market

2. Controversy for using fur of animals for preparing fur coats

3. Fake imitations affect brand and sales

Opportunities

1. Expansion of business in growing economies like Asia, Africa etc.

2. Use of latest technology by spending more on it which gives digital presence

3. Understanding the needs and doing penetration in emerging market

Threats

1. Other retailers with similar patterns who have many SKUs

2. Countries weakening economy affects the consumer spending on luxury brands

3. Local market offers same clothing at lesser price with discounting on quality

4. Ideas can be easily copied by other players

Competition

Competitors

1. ANN INC.

2. Giorgio Armani