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Louis vuitton brand identity

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Louis Vuitton is one of the most prestigious brands in luxury and since the 1990s. From Stephen Sprouss to Takashi Murakami and Yayoi Kusama, renowned artists have given their own interpretations to the brand by enriching its narrative and imagination while contributing to its importance beyond the luxury system. This collaboration has enlarge the DNA of the brand. There was never a need to reinvent or disrupt the Louis Vuitton thanks to well maintained and developed, consistent and strong brand identity and DNA. The brand has always been developed with the technique of endless maintenance management, daily adjustments and careful management with a long-term perspective. Over the past 20 years, the brand has gone through charismatic CEOs such as Yves Carcelle and Michael Burke with very different leadership styles, as well as energetic creative directors like Marc Jacobs, without changing their core values. Brand development has been carefully managed with the aim of smooth but stable growth. It has been paid great respect for brand staples such as Monogram and the art of travel (Annie Leibovitz's ad campaign with the likes of Keith Richards, Sean Connery and Angelina Jolie remains unbeatable). Iconic collections have been developed and updated, but have never been distorted, while contemporary products such as sneakers have been launched at the same time to satisfy the taste of younger customers. The launch of a collaboration with new York skateboard brand Supreme did not interfere with the perception of the brand or the opportunity to dress up as the first lady of France. A team of creative directors was introduced: Nicolas Ghesquière, Virgil Abloh and Francesca Amfitheatrof. They all contribute to the development of the brand with different but stylish views. A very careful distribution strategy, a discount-free policy and careful brand expansion have helped develop the brand while maintaining equity. According to the Financial Times, Francois-Henry Pinault of rival group Kering believes his flagship label Gucci could one day overtake Louis Vuitton as the world's largest luxury brand. But is it faith or just hope? Cover image credit: Louis Vuitton's Four Generation Louis Vuitton brand with its MONOGRAM LV is the world's most poached brand sailing fashion waves at top speed. LVMS, Louis Vuitton Moët Hennessy, international French fashion, spiritual and cosmetics giant, with louis vuitton brand as a distinctive motif and highlight which generates more than half of LVMS's profits. The world's most valuable luxury brand for six consecutive years (2006-2012) with a value of USD 28.4 billion in 2013, was founded in 1854 by a box-making and packing apprentice, called Louis Vuitton, who, after making a relatively good name in travel bags and suitcases, was hired by the Countess of Spain, Eugenie de Montijo, wife of Napoleon III as her personal box-maker and packer, and that made all the difference: Vuitton was in the eyes of royal and elite clientele who were never satisfied with one fashion and one style. LV Fame's obsession for lv brands is so great that it's no wonder fake items make their way to market. Louis Vuitton, however, does not like such intruders. According to official reports, there are about 60 employees who work with teams of private investigators and professional legal entities to chase the culprits off their turf. However, Louis Vuitton has had a few shakes and knocks like their bags, cases/suitcases have had in their travels over the years. Given that market trends have changed rapidly in recent years with the global financial crisis and new tax systems around the world, the view of luxury brand analysts is that a few bumps and blows could cause a huge dent in one of fashion's best monograms! Although all the reasons may not be real, there is one obvious reason that stands out as a sore thumb that keeps out elite customers in the Western world. What is it? When you have money to buy, you buy something luxurious; It's not common, is it? In the fashion market, less is luxury. Uniqueness is great. The rarity is Prestige. The high price is Elite. Exclusivity is a condition! Louis Vuitton Store Prague If you are abundant; You're not a luxury anymore. When you lose your uniqueness, you're no bigger. If you are a matter of course, you have no prestige. If you are at low prices, you are no longer an elite; and if you lose exclusivity, you will lose your best position in the world! To stay afloat in the fickle fashion market and keep your ATMs clinking, you need to be available everywhere.... must be normal and low prices? That's the billion dollar question Luis Vuitton, the world's No.1 luxury brand manufacturer, has faced in recent years. Louis Vuitton products are stealing, but is the Chinese market stealing the entire Louis Vuitton show? Would you like to pay the same high price per bag so, and so to be produced in large quantities, and that even in Asian countries that are not known for the class, quality, style and rest of the elements that are necessary for the premium product? No, you wouldn't do that! Luxury brands like LV, Burberry, Prada, etc., thrive more on the reputation of the 'classic atmosphere' they create when selling their products. And once pleasantly pampered atmosphere to keep the client on a comfortable posh sofa, in attendance a saleswoman or sales gentleman, showing each item in a gentle way, as if it were a rose petal or a sacred gift sent directly from the Greek gods, is gone, spoiled rich do not see any reason to visit a place where there are no one. The clientele is changing... from the elite Occident to the wealthy middle-class Orient. For upstarts from countries in Asia, especially Chinese, decades of deprivation are over and more and more middle-class families are receiving disposable income from a variety of sources, and with it, the 'need' to look rich with luxury items has increased tremendously. One fashion magazine noted that china's wealthy population shows-off in public, but pinch pennies in private, meaning that even if there is money in hand, there is no sophistication in minds. Before 1980, lv products were sold in several department stores; Since 1980, however, in an effort to control distribution, the company has sold its products only in authentic boutiques in the upper shopping districts. There are exceptional boutiques in some mega department stores but they operate independently with

their own staff... only to maintain its uniqueness and exclusivity. Louis Vuitton Shoes From up-end to downtown now the scene is changing, even up-end, exclusive showrooms and boutiques are being invaded by not so elite or loyal clients. Well, what? Products are here for customers to buy! What does it matter, who bought what? Just imagine how the Oscar-nominated actress would feel when, after paying thousands for her flowing peacock blue satin dress designed by an internationally famous designer, she got down from her chauffeur-driven Mercedes with an equally popular entourage, waved to the crowds and then suddenly realized that several fans were wearing similar flowing blue satin dresses! Surprising! Shocking!! Breaking!!! Or a mixture of all three... This is exactly what happens when an elite Occidental client, sitting comfortably on the sofa, considering buying an LV Croc bag at a cost of \$54,500 only, and suddenly busload tourists crowd counters, each buying a similar looking bag with a bold LV monogram the above client is so happy and proud. And to her amazement, one of the 'guests' even buys three or four (she can't count because they're kept tied together) and walks past her with an ear-to-ear smile, carrying those 'aristocratic' design bags on her back as if they were a sack of potatoes! Omg!! The sky doesn't fall on her... right there and there? Yes! And that's what's happening to the European elite. And social awareness of the plight of workers in some developing and under-developing countries working in dangerous conditions for long hours receiving peanuts for their work is to allow some parts of 'sensitive' clients to resolve boycott goods produced under these conditions. Now just imagine how a retired internationally renowned diplomat who gave an inspirational speech on child labor in some countries on an international platform found himself suddenly meeting a reporter who pointed out that the anti-child group he was wearing was in fact made by the same child workers aged 10 to 15 from the same countries with whom he sympathized! Ashamed? Angry?? Scare??? Or all three of them... That's exactly what happens when a celebrity who is a lifetime achievement award for his acting talent, fishes out of the wallet of LV men, priced at \$575, to tip an oriental administrator who was very nice to him, and a smiling steward receives a tip with a low bow and removes the same type of wallet from his vest pocket to keep the money in , and after seeing the terrible sight of the guest's face , adds that he bought for sale in Hong Kong ... Buy 1, you get 1 free at 50% off! In addition, some older clients have gone so far as to doubt the core values and honesty of the king of sacks. In about 2010, the American Standards Authority banned two LV ads that showed artisans working on LV products, emphasizing the tradition that each of the LV bags was handmade. The accusation was made by the 'veracity clause' as there are claims that LVMS was using machines to make their products! And LVMS has not denied the allegations. What needs to be done to return the products to their former exclusive, elegant, excellent and extravagant state? The answer and salvation may lie in the marketing strategies of the fourth generation World Class Fashion House ... Frenchman Louis Vuitton! Vuitton!

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