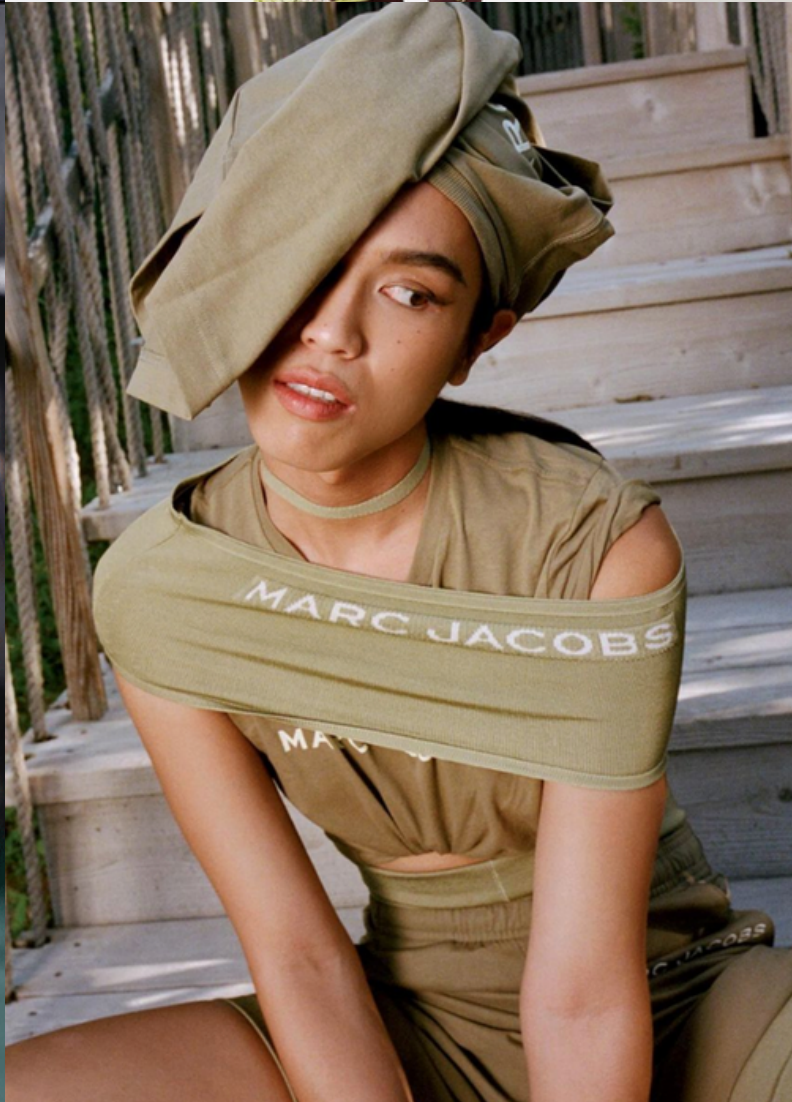


LVMH

Moët Hennessy Louis Vuitton
SWOT ANALYSIS PRESENTATION



BACKGROUND

LVMH

Moët Hennessy and Louis Vuitton merged in 1987 to become the world leader in luxury goods.

- Creative & innovative
- Deliver excellence
- Cultivate an entrepreneurial spirit
- Be committed to a positive impact



CELINE



STATS

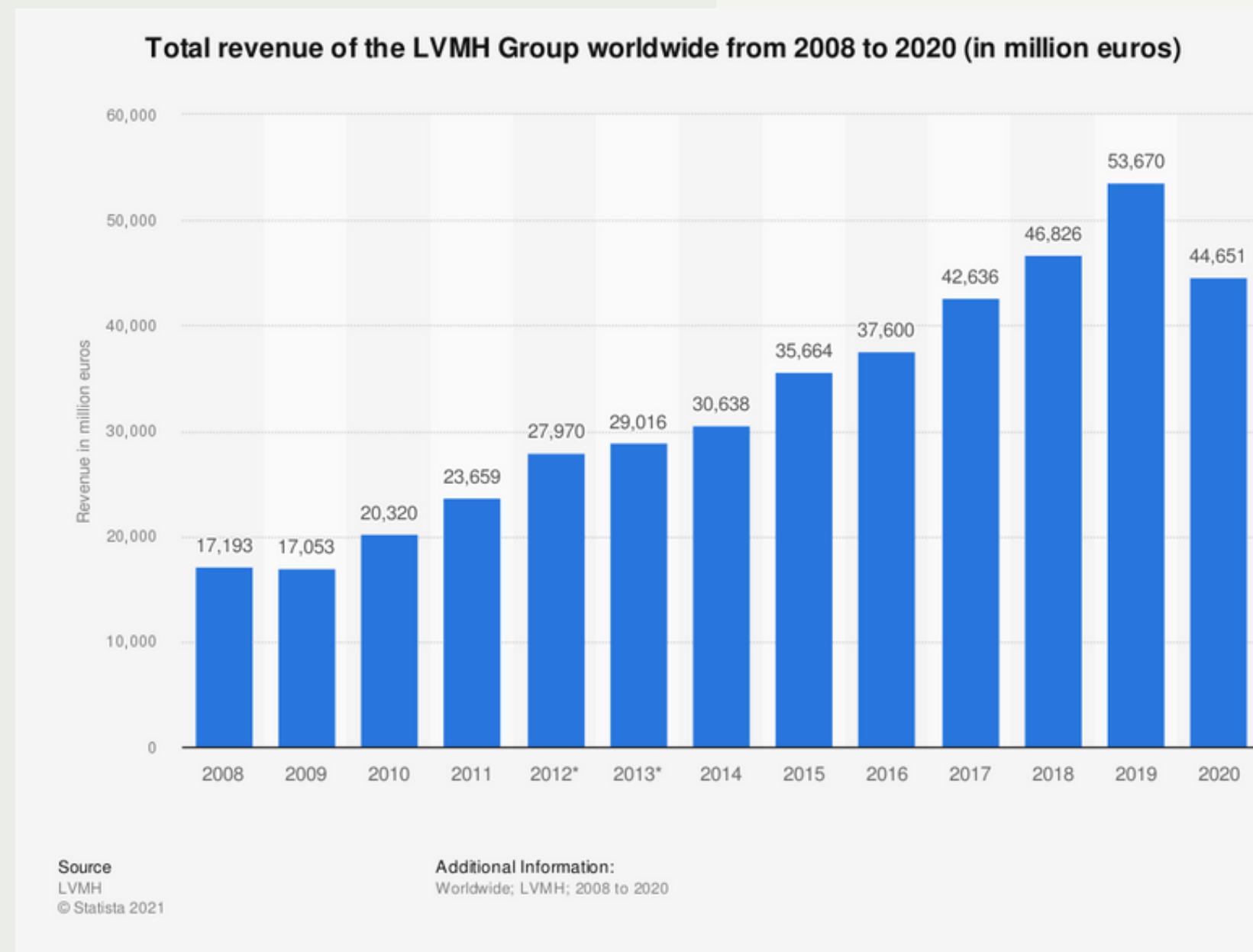
STOCK

\$145.37 per share (NYSE)



REVENUE

€44,7 billion in 2020

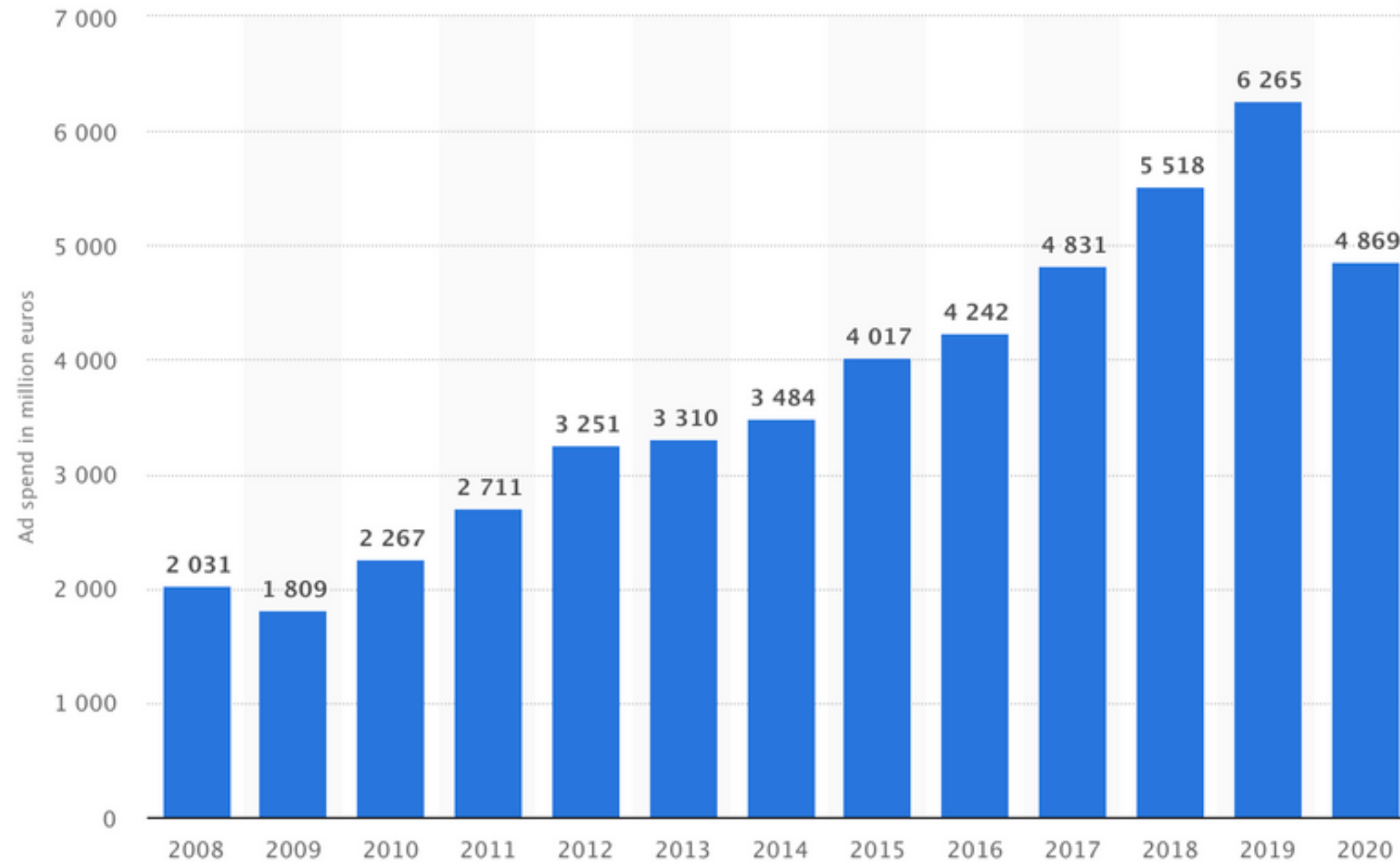


STATS

AD SPEND

€4,9 billion in 2020

- 10% of total revenue



Social Media Metrics

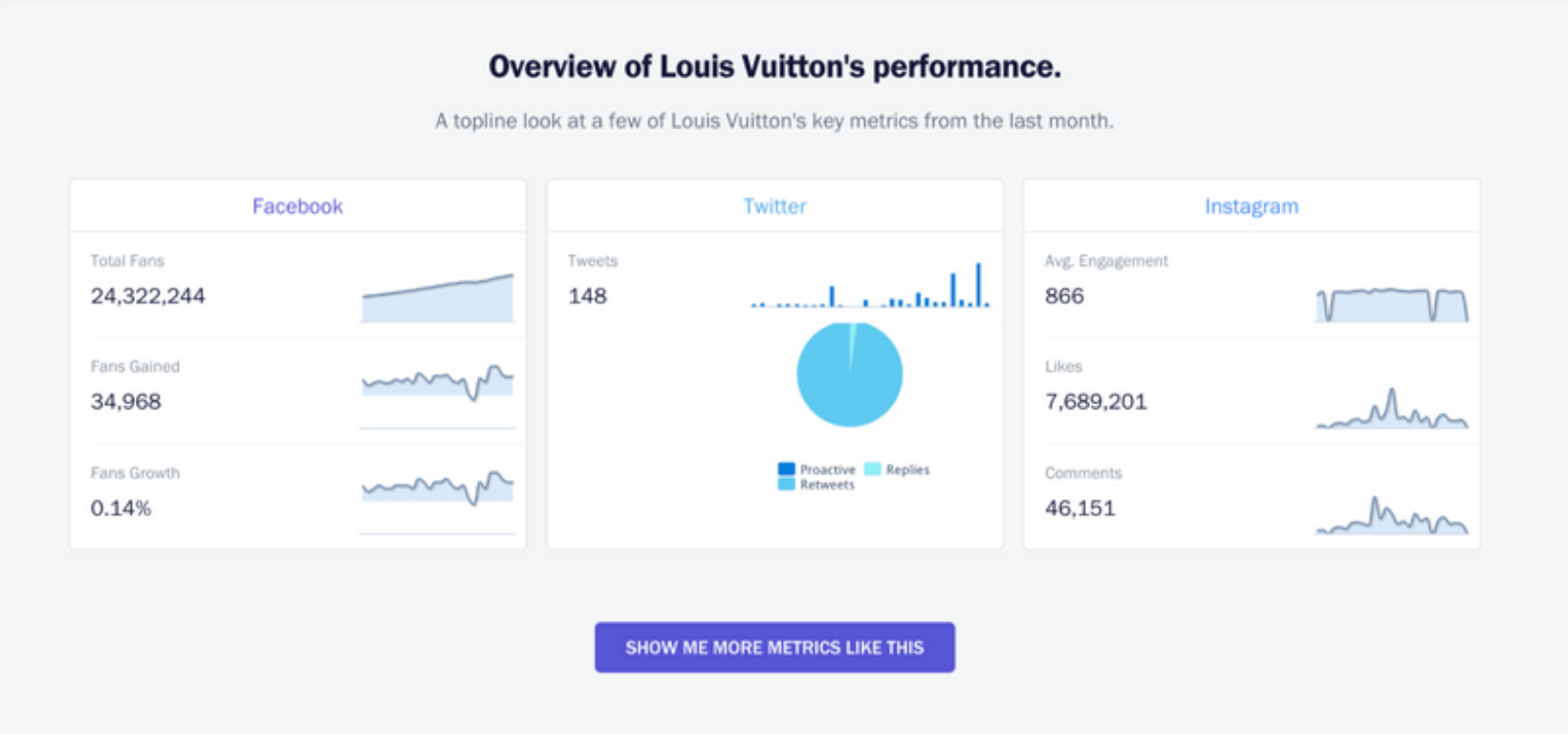
LVMH

LVMH

- YouTube. 12.8K Subscribers
- Facebook: 306,480 Followers
- Twitter: 151.4K Followers
- Instagram: 832K Followers
 - .31% Engagement Rate
 - +445 Followers/Day
- Pinterest: 7.7K Followers
- TikTok: N/A

LOUIS VUITTON

- YouTube. 907K Subscribers
- Facebook: 24M Followers
- Twitter: 9M Followers
- Instagram: 46M Followers
 - .1% Engagement Rate
 - +17K Followers/Day
- Pinterest: 300K Followers
- TikTok: 1.2M Followers



PESO Model

PAID

EARNED



ELLE

SUBSCRIBE SIGN IN

1 JISOO SHARES HER DIOR PARIS TRIP DIARY

2 DID FASHION KEEP ITS DIVERSITY PROMISE?

3 KATIE STURINO ON TRUSTING YOUR "CRAZY" IDEAS

4 LOUIS VUITTON'S NEW SCENT SMELLS LIKE NEW LOVE

5 MY LIFE AS THE CHIPPENDALES DEN MOTHER

CELINE

A Closet Full Of Smart Garments Is The Future

— "How can technology adapt to us, instead of us adapting to technology?"

BY VÉRONIQUE HILAND AUG 31, 2021

TFL

Search

Subscribe Login

BUSINESS

LVMH: A Timeline Behind the Building of the World's Most Valuable Luxury Goods Conglomerate

October 5, 2021 · By TFL

Image: LVMH

In 1984, Bernard Arnault learned that Christian French government was looking for a buyer for t fashion house Dior. As the story goes, the th construction firm founded by his grandfather – t institution Lazard Frères, and purchased Boussa

As the New York Times would write in Decembe into the black, laying off 9,000 workers and sel million.” While the st and Roland Arnault in “Loca

The New York Times

Climate Change > U.S. List of Climate Threats National Monuments California Oil Spill New Extinctions Nobel Prize

A Climate Activist Walked in the Louis Vuitton Fashion Show

It wasn't the first time a protester has appeared at Paris Fashion Week, and the environmental organization Extinction Rebellion says it won't be the last.

f w t e r b

By Léontine Gallois

Oct. 6, 2021

PARIS — A climate activist, bearing a white banner with the words “Overconsumption = Extinction” in bold block lettering, joined the models on the runway for the Louis Vuitton show at the Louvre museum, [the final event of Paris Fashion Week.](#)

A BLOG TO WATCH

WATCHES & WONDERS 2021 REVIEWS BRANDS BUYING

LVMH

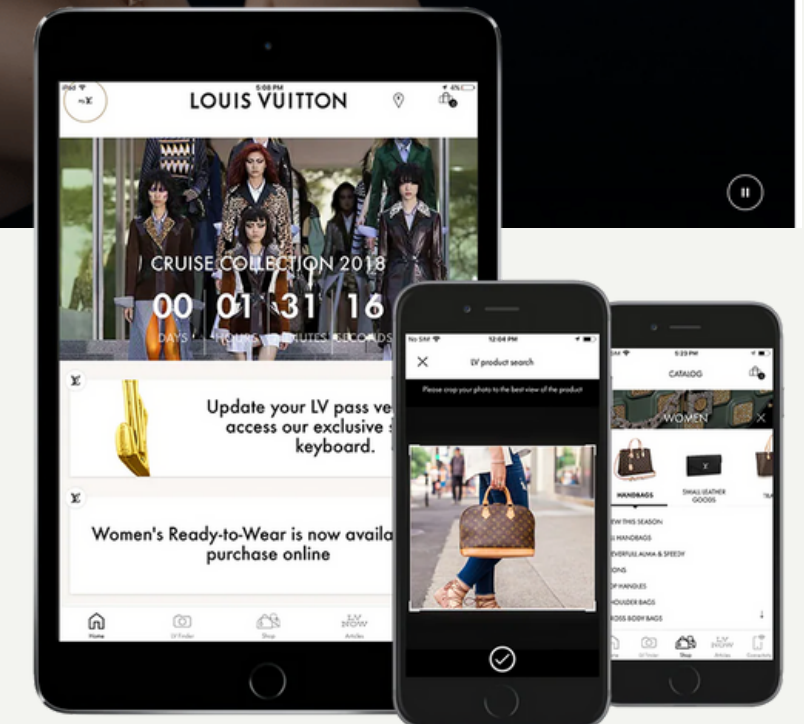
MOËT HENNESSY · LOUIS VUITTON

A

fter over a year of negotiations, withdrawals, lawsuits, and countersuits, luxury conglomerate giant LVMH has finally completed its purchase of iconic New York based jeweler and watchmaker Tiffany & Co. The main point of contention during the lengthy merger process has been the overall price of acquisition for the famous jewelry brand, set initially at \$16.2 billion in stock buyouts. Over the course of a lengthy and often heated process that has seen both parties file lawsuits and LVMH rescind its offer completely in June 2020, the final price for the buyout was set in late October 2020 at \$131.50 per share in cash. This leads to a total acquisition price of \$15.8 billion.

When asked to comment on the completed merger, LVMH Chairman and CEO Bernard Arnault stated, “I am pleased to welcome Tiffany and all their talented employees in our Group. Tiffany is an iconic brand and a quintessential emblem of the global jewelry sector. We are committed to supporting Tiffany, a brand that is synonymous with love and whose Blue Box is revered around the world, with the same dedication and passion that we have applied to each of our prestigious Maisons over the years. We are optimistic about Tiffany’s ability to accelerate its growth, innovate and remain at the forefront of our discerning customers’ most cherished life achievements and memories. I would like to thank Alessandro Bogliolo and his team for their

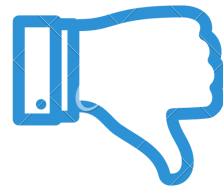
LVMH





STRENGTHS

- Brand recognition
- Valuable Products
- Expensive
- Tiffany & Co Acquisition



WEAKNESSES

- Fabric Sourcing
- One-way communication



OPPORTUNITIES

- TikTok
- Sustainable Products
- Further Acquisitions



THREATS

- Other fashion houses (Gucci, Hermes, Kering)
- Counterfeit products

SOURCES

https://allstudymba.com/2021/07/10/2021-louis-vuitton-swot-analysis/?utm_source=rss&utm_medium=rss&utm_campaign=2021-louis-vuitton-swot-analysis

<https://www.theguardian.com/business/2020/sep/09/tiffany-sues-lvmh-over-16m-takeover>

<https://start.askwonder.com/insights/social-media-review-uqs7v636p>

<https://www.thefashionlaw.com/lvmh-a-timeline-behind-the-building-of-a-conglomerate/>

<https://lifestyle.livemint.com/fashion/trends/why-luxury-brands-are-now-in-love-with-influencers-111619425829144.html>

<https://www.nytimes.com/2021/10/06/fashion/louis-vuitton-protester-paris-fashion-week.html>

https://www.marketwatch.com/investing/stock/lvmuy/charts?mod=mw_quote_advanced

<https://www.statista.com/statistics/410677/lvmh-group-s-ad-spend-worldwide/>

<https://www.reuters.com/article/us-luxury-marketing-analysis/hey-big-spender-how-luxury-brands-are-raising-the-stakes-on-instagram-idUSKCNiT8tQO>

<https://www.instagram.com/lvmh/>

<https://impakter.com/luxury-and-sustainability-the-dual-nature-of-louis-vuitton-and-gucci-explored/>

<https://www.ablogtowatch.com/lvmh-finalizes-acquisition-of-tiffany-co-for-15-8-billion/>

<https://www.speakrj.com/audit/report/lvmh/instagram>