



## # STRENGTHS (+)



- 1 Strong brand reputation and heritage
- 2 High-quality craftsmanship
- 3 Exclusive and sought-after products
- 4 Strong brand presence and popularity
- 5 Creative and innovative designs
- 6 Wide range of product offerings

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## # OPPORTUNITIES (+)



- 1 Expansion into emerging markets
- 2 Focus on sustainable and ethical fashion
- 3 Growth in online luxury retail
- 4 Expansion into new product categories
- 5 Growth in emerging markets
- 6 Collaboration with influencers and artists

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## # WEAKNESSES (-)



- 1 Limited product diversification
- 2 Relatively high pricing
- 3 Limited retail footprint
- 4 Brand dilution with mass-market offerings
- 5 Reliance on third-party manufacturers
- 6 Potential supply chain disruptions

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## # THREATS (-)



- 1 Counterfeit products and brand infringement
- 2 Economic downturns and fluctuations
- 3 Intense competition
- 4 Changing consumer preferences and trends
- 5 Counterfeit products and brand infringement
- 6 Currency exchange rate fluctuations

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