



#	STRENGTHS (+)
1	Strong global brand recognition and reputation
2	Innovative and iconic product designs
3	High-quality craftsmanship and materials
4	Diverse product portfolio including apparel, accessories, and footwear
5	Effective marketing and brand collaborations
6	Extensive retail presence and distribution channels
7	Strong presence in luxury fashion and accessories markets
8	Focus on sustainability and ethical practices
9	Strong online presence and e-commerce capabilities
10	Strong financial performance

#	OPPORTUNITIES (+)
1	Expansion into emerging markets and regions
2	Growth in demand for luxury fashion and accessories
3	Development of sustainable and eco-friendly products
4	Expansion of online sales channels and digital marketing
5	Collaborations with renowned designers and artists
6	Expansion into new product categories
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#	WEAKNESSES (-)
1	Relatively higher pricing compared to some competitors
2	Counterfeit products impacting brand authenticity
3	Limited product diversity compared to some competitors
4	Dependence on discretionary consumer spending
5	Vulnerability to changing fashion trends
6	Potential negative publicity or controversies
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#	THREATS (-)
1	Intense competition from other luxury fashion brands
2	Economic downturns impacting luxury consumer spending
3	Shifting consumer preferences and fashion trends
4	Potential disruptions in the global supply chain
5	Increasing regulations related to sustainability and ethical practices
6	Counterfeit products and unauthorized sales impacting brand reputation
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