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G-III APPAREL GROUP SWOT & PESTLE ANALYSIS

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Company Name : G-III Apparel Group

Company Sector : Retail, Clothing, Accessories

Operating Geography : United States, North America, Global

About the Company : G-III Apparel Group is an American clothing company that designs, manufactures, and markets women's and men's apparel and is headquartered in New York City, United States. Aron Goldfarb a Holocaust survivor from Poland, started G&N Sportswear as an outerwear brand in 1956, and his son, Morris Goldfarb, the current Chief Executive Officer, joined the firm in 1972 when it was renamed G-III Apparel Group. The company is divided into two segments: wholesale and retail operations. Sales of products to retailers under-owned, licenced, and private label brands are included in the wholesale operations sector. Its retail operations section includes direct consumer sales through company-operated locations and internet channels. Its apparel products include women's handbags, footwear, small leather goods, cold weather accessories, and luggage, as well as outerwear, dresses, sportswear, swimwear, women's suits, and women's performance wear. G-III Apparel's brands consist of DKNY, Donna Karan, Vilebrequin, G.H. Bass, Eliza J, Jessica Howard, Andrew Marc, Marc New York, and Wilsons Leather. Calvin Klein, Tommy Hilfiger, Karl Lagerfeld Paris, Levi's, Kenneth Cole, Cole Haan, Vince Camuto, and Docker are just a few of the licenced brands it represents. G-III Apparel Group, Ltd. and Inter Parfums, Inc. signed a long-term global licencing deal for the production, development, and distribution of perfumes and fragrance-related goods under the legendary Donna Karan and DKNY trademarks on September 30, 2021.

G-III Apparel Group's unique selling proposition or USP lies in being a prominent manufacturer and distributor of garments and accessories under both owned and licensed brands, as well as private label brands. The mission statement of G-III Apparel Group reads, "OUR MISSION IS TO REDEFINE WHAT'S POSSIBLE".

Revenue :

\$ 2.06 billion - FY ending 31st January 2021 (y-o-y growth -35%)

\$ 3.16 billion - FY ending 31st January 2020

SWOT Analysis :

The SWOT Analysis for G-III Apparel Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong portfolio consisting of globally recognized brands 2.Strong international presence in key markets and emerging markets 3.Good gender diversity at the leadership level 4.Well-performing proprietary brands offering good shareholder returns 	<ul style="list-style-type: none"> 1.High dependence on third-party manufacturers in Asia 2.Cancellation of orders and delays in payments by retail partners 3.Alleged customs duty violation charges from CBSA
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increasing DKNY and Karl Lagerfield stores to capture consumer trends 2.Expanding offerings in the jeans category to attain market leadership 3.Improving e-commerce platform to improve digital penetration 	<ul style="list-style-type: none"> 1.Store closures due to pandemic leading to loss of sales 2.Highly seasonal nature of apparel sales 3.Largest ten customers account for majority of sales 4.Apparel industry is highly competitive

PESTLE Analysis :

The PESTLE Analysis for G-III Apparel Group is given below:

Political	Economical
1.Lingering after-effects of the Eurozone crisis 2.New national security law adopted in Hong Kong 3.Trade war with China leading to higher tariffs	1.Weaker consumer spending due to economic downturn 2.Rising fuel prices may increase logistical costs
Social	Technological
1.Rising trend of athleisure among the younger consumers 2.Work-from-home culture accelerating demand for casual wear	1.Vendor Code of Conduct ensures that human rights are upheld in the supply chain 2.Compliance with consumer data protection acts like CPA and GDPR ","
Legal	Environmental
1.Increased use of recycled fabric in all products"]	1.

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