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## VALENTINO FASHION GROUP SWOT & PESTLE ANALYSIS

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**Company Name :** Valentino Fashion Group

**Company Sector :** Luxury Fashion

**Operating Geography :** Italy, Europe, Global

**About the Company :**

The Valentino Fashion Group is a luxury fashion conglomerate based in Italy. Valentino Garavani and Giancarlo Giammetti established the Valentino Maison in 1960. The fashion firm owns Marzotto's former garment assets, which were spun off to shareholders in 2005 by the Italian fabric maker Marzotto. Valentino (including Valentino Garavani, Valentino Roma, and RED Valentino) and a licencing unit with brands Marlboro Classics and M Missoni, as well as its labels, Lebole, Oxon, Portrait, and a minority stake in US-brand Proenza Schouler, are divided into two businesses that offer clothing, accessories, and footwear for men and women. Valentino Garavani's fashion is represented through the Haute Couture and Prêt-à-Porter lines for women and men, as well as the Valentino Garavani accessories lines, which comprise shoes, purses, small leather items, eyewear, scarves, ties, and fragrances. The company has an aesthetic universe with 175 Valentino directly-operated boutiques and over 1500 points of sale in over 100 countries and it also operates an E-commerce website. Maison Valentino has announced that it will collaborate with the Camera Nazionale Della Moda Italiana (CNMI) to select a young guest designer to present on its Instagram platform each season. In January 2022, Valentino released its first conscious-driven sneaker. The latest versions use a combination of recycled and bio-based materials, with the latter serving as a substitute for leather made from viscose and polyurethane derived from corn polyols.

Valentino Fashion Group's USP is that it is the most popular luxury brands online. The mission statement of the Valentino Fashion Group reads, "creates an aesthetic of extraordinary modernity and beauty".

**Revenue :**

1,023 million - FY ending 31st December 2021

882 million - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Valentino Fashion Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.The diversified product portfolio of the brand</li> <li>2.A steady increase in company's sales</li> <li>3.Strong global foothold with presence in over 100 countries</li> <li>4.The growing popularity of Valentino in China</li> <li>5.Strong celebrity endorsement increases sales.</li> </ul>	<ul style="list-style-type: none"> <li>1.Weaker market share compared to its rivals</li> <li>2.Small target market due expensive product offerings affordable only for rich customers</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Improving company revenue through emerging markets</li> <li>2.Opportunity to expand into cosmetics for greater market share</li> <li>3.Increased visibility by creating buzz with its new collection Resort 2022</li> <li>4.Boosting online sales through digital channel</li> </ul>	<ul style="list-style-type: none"> <li>1.Rising Covid cases can affect company sales</li> <li>2.Intense pressure due to competition from top global brands</li> <li>3.Threats from counterfeit products of the brand available in the market</li> <li>4.Rising labor costs in Europe can affect Valentino's bottom-line</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Valentino Fashion Group is given below:

Political	Economical
1.Championing for the rights of LGBTQ community 2.Import duties on Luxury goods	1.Currency risks due to fluctuations in exchange rates 2.Threat to Valentino's business due to economic recession in Europe 3.Lipstick effect due rising global inflation
Social	Technological
1.Change in consumer spending behaviour	1.Improvement in digital channel to increase online sales 2.Blockchain technology to tackle counterfeit products in market
Legal	Environmental
1.Subject to various lawsuits 2.Trademark infringement case against Mario Valentino	1.Reduction in use of harmful chemical used for production 2.Rising opposition to use of fur in fashion by PETA

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