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## GIORGIO ARMANI SWOT & PESTLE ANALYSIS

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**Company Name :** Giorgio Armani

**Company Sector :** Fashion Apparel and Accessories

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

**About the Company :** Giorgio Armani founded the Milan based fashion house in 1974. Born and brought up in Piacenza, Italy, he is the only chairman as well as the sole shareholder of this vast empire. Armani has a unique, opulent design which the elite class of the society finds very appealing. As of 2019, the signature label has expanded into 31 countries with about 250 brand stores and 7309 employees. It has several labels under its umbrella, like the AJ Armani Jeans, Emporio Armani, Giorgio Armani, Armani Exchange, which design, manufacture and sell products like wallets, jewelry, watches, clothes, etc. It aspires to create products that transcend fashion and aspire for perfection to its customers. As of 2019, the company is valued at \$6.72 billion and was ranked by Forbes at 97th position in the World's most powerful brands list.

The founder Giorgio Armani is a fashion legend and acclaimed as the most successful designer of Italian origin. He has been credited for innovations like a pioneering red carpet, first to broadcast his collection live on the Internet and the first designer to ban models with a body mass index (BMI) under 18. After receiving a lifetime achievement award by Britain and an outstanding achievement award by The Fashion Awards in 2019, Giorgio Armani, along with Marco Bizzarri(President and CEO of Gucci) and Federico Marchetti(president and CEO of Yoox Net-a-porter Group), bagged The GQ Best Dressed Men award in 2020. The founder made a remarkable donation this year of about \$2.2 million to hospitals in Milan, Rome, Bergamo, Piacenza and other Italian institutions coordinating the country's response to the Coronavirus outbreak.

Giorgio Armani SpA's mission reads "to continually create clothes and accessories that aspire to a kind of perfection that transcends fashion." Armani's USP or unique selling proposition lies in being the world's leading fashion house with over four decades in the industry and controlled by one man who is its founder and sole shareholder.

**Revenue :**

2.15 billion euros – FY ending 31st Dec 2019 (y-o-y growth of 2.3%)

2.10 billion euros – FY ending 31st Dec 2018 (Y-O-Y growth of (negative)-8%)

2.3 billion euros – FY ending 31st Dec 2017

**SWOT Analysis :**

The SWOT Analysis for Giorgio Armani is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong brand name</li> <li>2.Categorization based on sub-brands</li> <li>3.Active social responsibility</li> <li>4.Diversified portfolio</li> <li>5.Partnerships with strong brands like Loreal, Luxottica and Fossil</li> </ul>	<ul style="list-style-type: none"> <li>1.Lack of strong digital presence</li> <li>2.Dicey financial structure</li> <li>3.Limited target audience and narrow global presence</li> <li>4.Brand streamlining and restructuring efforts</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Shifting market trends</li> <li>2.Rental, Resale and refurbished market</li> <li>3.Advent of Smart materials</li> <li>4.Increasing global income</li> </ul>	<ul style="list-style-type: none"> <li>1.Brand duplication</li> <li>2.Ease of new entrants and competition</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Giorgio Armani is given below:

<b>Political</b>	<b>Economical</b>
1.Expansion into new locations	1.Global economic slowdown 2.Rising labour costs
<b>Social</b>	<b>Technological</b>
1.Musical events spinning fashion trends	1.Online marketplaces ushering a paradigm shift in shopping habits 2.Digital Influencers fast gaining traction
<b>Legal</b>	<b>Environmental</b>
1.Worker rights conditions 2.#MeToo Movement and discrimination	1.PETA rights and fur usage 2.Waste generation and waste disposal

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