

---

# S&P TEST

SWOT & PESTLE.com

---

## GUESS SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. Topurchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Guess

**Company Sector :** Fashion and Lifestyle

**Operating Geography :** North America, Europe

**About the Company :** Guess an American clothing brand and retailer. In addition to clothing for both men and women, the company also sells a wide range of fashion accessories such as watches, jeweler, perfumes, and shoes. Guess was founded in 1981 by Georges Marciano, and his brothers Maurice Marciano, Paul Marciano, and Armand Marciano with its headquarters in Los Angeles. The company was one of the first companies to create designer jeans. At the beginning, the jeans were mainly designed for women, they started a men's line in 1983. GUESS operates in fast-moving global markets serving the style-conscious consumer through the iconic GUESS brand image. Their designers travel throughout the world to monitor fashion trends and discover fabrics that inspire new lines and collections. GUESS has a number of trademarks under its wing, which includes GUESS, GUESS? GUESS U.S.A., GUESS Jeans, GUESS? and Triangle Design, MARCIANO, Question Mark and Triangle Design, a stylized G and a stylized M, GUESS Kids, Baby GUESS, YES, G by GUESS, GbG, GUESS by MARCIANO and Gc.

As of February 2020, the company had over 4,900 U.S. and internationally registered trademarks or trademark applications pending with the trademark offices in over 175 countries around the world, including the U.S. Guess And Marciano apparel products are designed by their own separate in-house design teams located in the U.S., Switzerland and South Korea. The company also derives significant royalty revenue from licensing activities across the globe. Guess sells its products through both domestic and international wholesale distribution channels as well as licensee operated retail stores and concessions. GUESS had approximately 15,800 employees globally as of February 2020.

Guess mission statement states that “We are committed to being a worldwide leader in the fashion industry.” GUESS is one of the pioneer companies to have manufactured designer denim, certainly, its USP or Unique Selling Proposition lies in being one of the most popular brands for

possessing a full range of stylish designer and high-quality denim, apparel and accessories. The company is also well known for its unparalleled styling, precise fitting, and high-grade quality clothes that have a long-lasting life.

**Revenue :**

US\$ 2.68 billion - FY ended 1st Feb 2020 (y-o-y growth of 2.6%)

US\$ 2.61 billion - FY ended 1st Feb 2019

## SWOT Analysis :

The SWOT Analysis for Guess is given below:

| Strengths  | Weaknesses   |
|--|--|
| <ul style="list-style-type: none"> <li>1.Brand equity source of sustainable competitive advantage</li> <li>2.Multiple distribution channels across the globe</li> <li>3.Strong management and excellent corporate strategies</li> <li>4.Strong relation with reliable suppliers</li> <li>5.Guess personalized shopping application for tech-savvy customers</li> <li>6.Agile and responsible supply chain</li> </ul> | <ul style="list-style-type: none"> <li>1.Multiple cases of labor laws violations</li> <li>2.Negative publicity due to harassment allegations</li> </ul>  |
| Opportunities  | Threats  |
| <ul style="list-style-type: none"> <li>1.Market growth of Denim Jeans</li> <li>2.Emergence of e-commerce</li> <li>3.Increased penetration in key categories including denim, Marciano, men's and handbags</li> <li>4.New dynamics creating future consumer opportunities</li> </ul>  | <ul style="list-style-type: none"> <li>1. Demand shock due to Corona virus outbreak</li> <li>2. Slowing customer traffic in malls or outlet centers</li> <li>3. Risk in global business</li> <li>4. Adverse environmental impact of jeans manufacturing</li> </ul> |

## PESTLE Analysis :

The PESTLE Analysis for Guess is given below:

| Political  | Economical   |
|--|--|
| 1.2017 Tax Cuts and Jobs Act in the U.S<br>2.Impact of US- China trade war on sourcing   | 1. Impact of foreign currency volatility<br>2. Dependency on Credit Market<br>3.Impact of Covid-19 on business and fashion industry  |
| Social   | Technological  |
| 1.Change in fashion taste of customers<br>2.Evolving consumer expectations and behaviours  | 1.Adopting latest PLM and ERP technologies<br>2.Bringing artificial intelligence to fashion  |
| Legal  | Environmental  |
| 1.Sweatshop allegations by employees<br>2.Gucci logo infringement allegations against GUESS<br>3.Increased need for Data Privacy | 1. Increasing the environmental sustainability of products<br>2. Implementing sustainable sourcing policies<br>3. Increase in environment friendly practices in operations |

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Guess** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**

**Buy Now**

\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
**[support@swotandpestle.com](mailto:support@swotandpestle.com)**