



Digital outreach
Varied consumer demographic
Luxury branding
Strong and active social media presence
Strong CSR and sustainability initiatives
High quality products
Diversity
Good range of price points
Gucci shares colour palettes with Ed Ruscha

Trademark counterfeiting
Unsold inventory leading to low sales (especially after COVID)
Artist primarily US based
Collection not suitable for hot climate locations - not internationally appealing
Reached saturation point - Gucci needs to look towards new new creative strategies and designs

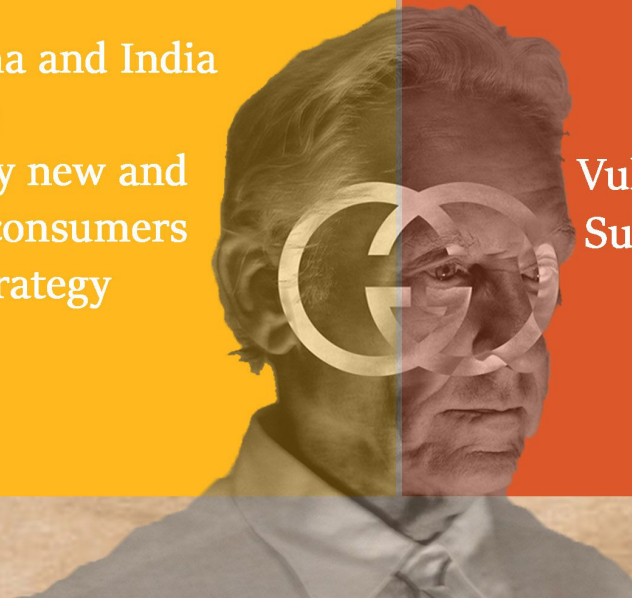
SWOT



Emerging markets in China and India
Diffusion lines
Innovation of logo to stay new and appeal to new waves of consumers
Furthering digital strategy



Competitive luxury segment
Mass market imitations
Vulnerable to global price fluctuations
Subject to shifting fast fashion trends
Losses from COVID pandemic





Tag

Wrapping Tissue

Box

Carrier bag



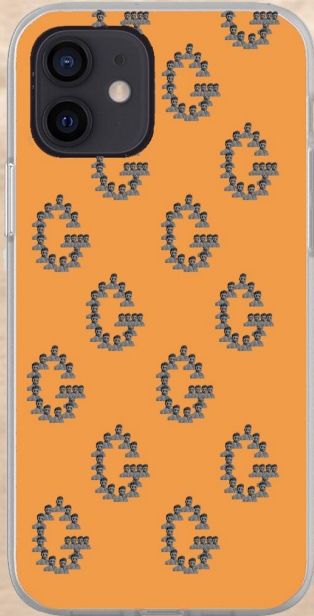
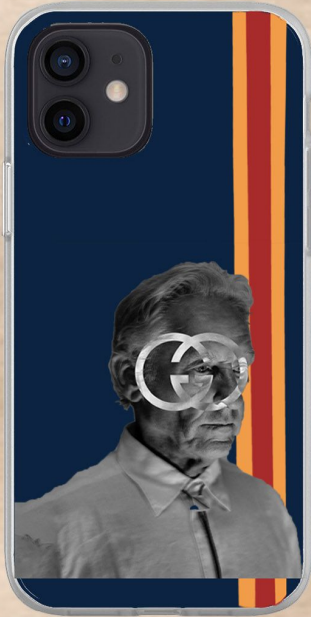
GUCCI

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Jeff Rando

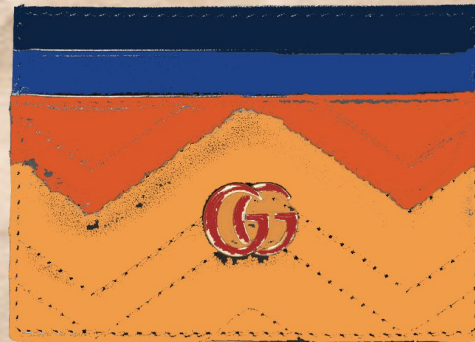
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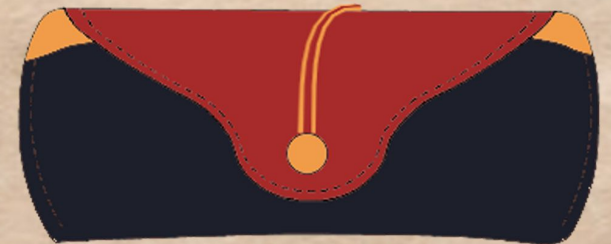
John Rawlinson



Phone cases



Card pouches



Glasses cases