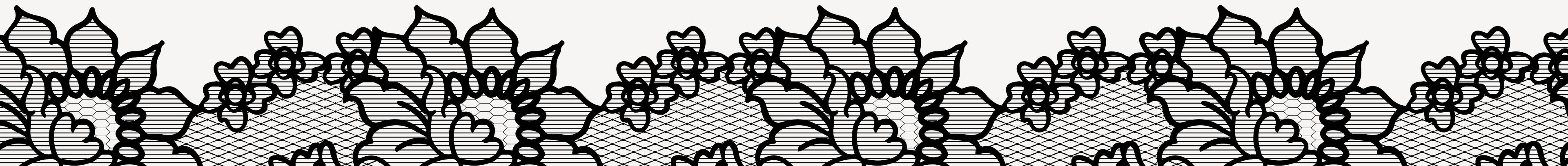




Vivienne  
Westwood

## Introduction to Luxury Assignment 1

Nadia Foisy, Samara Huerta, Charlize Pesce, Stella Smith



# Distinguishable Factors



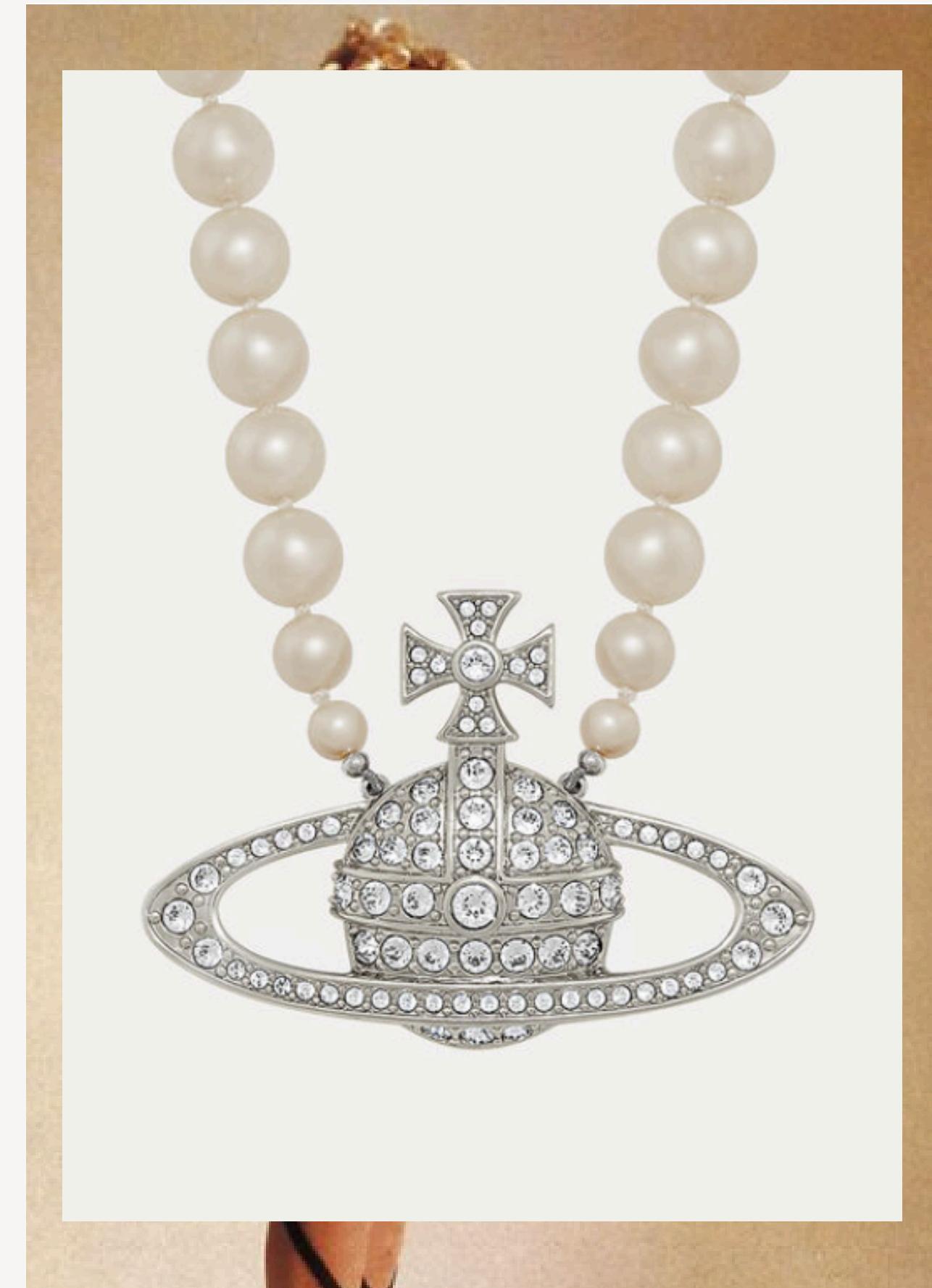
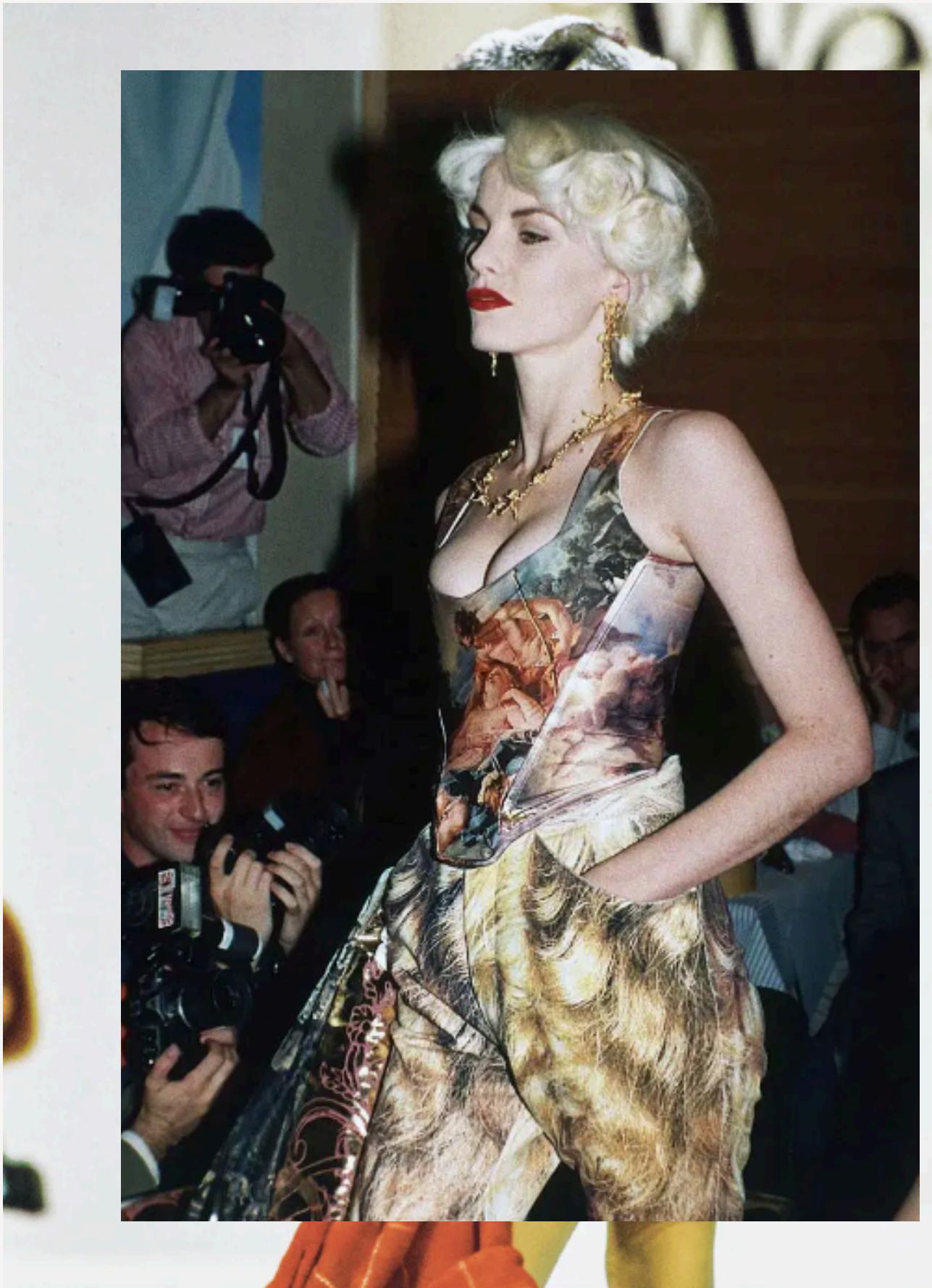
- Punk aesthetics (Safety pins, ripped fabric)
- Bold prints and patterns
- Environmental activism (eco-friendly)
- British heritage
- Rebellious (slogan themes)

# Target Consumer

- Like unique pieces
- Bold, punk style
- Sustainable and ethically aware
- Consumers that want to buy expensive, high-quality items that will last
- Values: “Buy less, choose well, make it last”



# Iconic Products



 **Vivienne  
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# Famous Collaborations



Vivienne Westwood x Palace  
2024



Vivienne Westwood x Burberry  
2018

# Sustainable Initiatives



- Environmental supporting foundation
- Launched recycled collection
- Encouragement of waste reduction with rental clothes system



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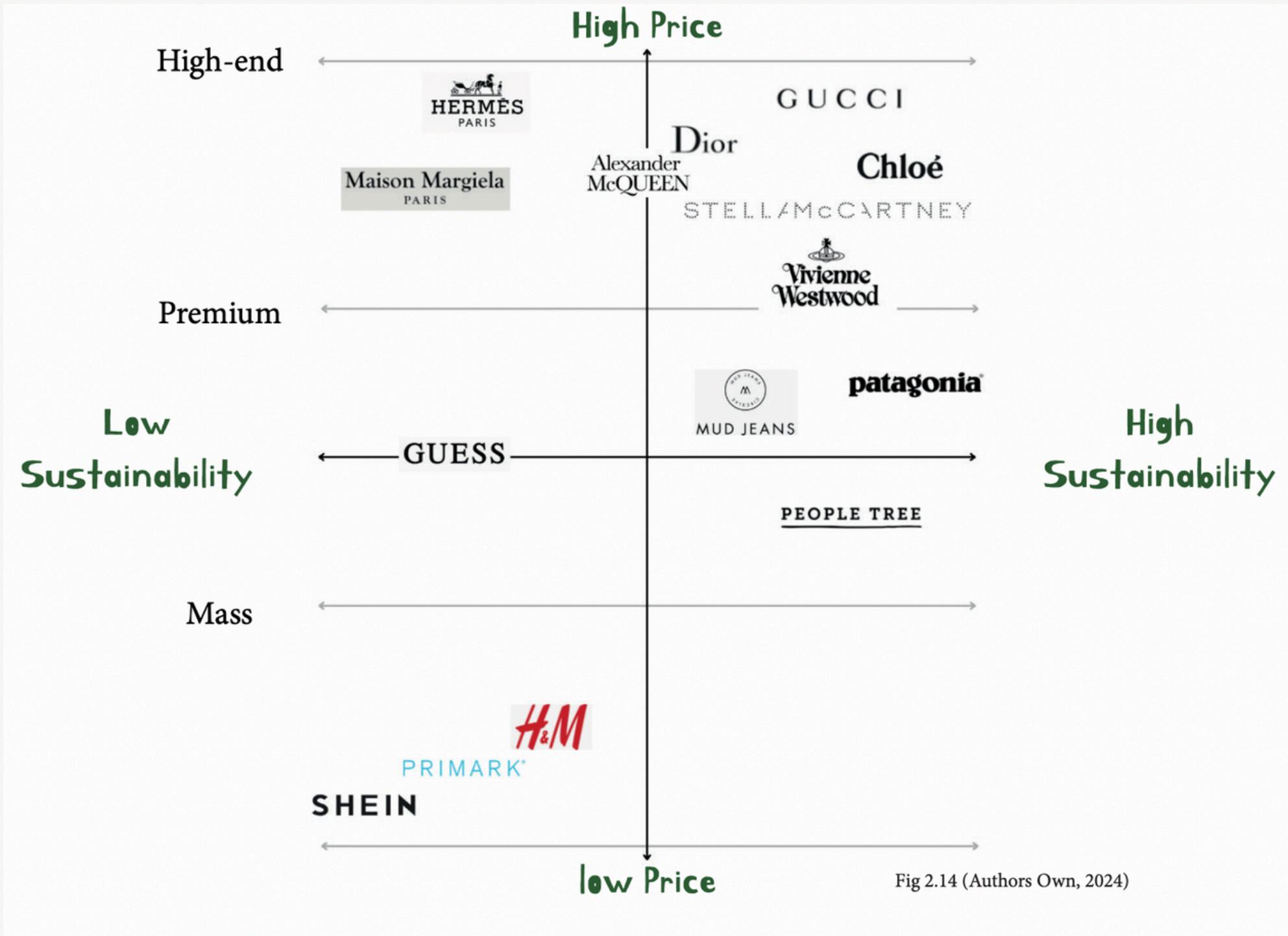


## Strengths

- Unconventional designs
- Use of sustainable materials

## Weaknesses

- Limited global reach compared to other brands
- Perceived too much unconventional by people



# Positioning

- Rebellion and luxury
- Radicalism
- Risk-taking
- Irreverence

# Product Strategy

- Limited editions and Exclusivity
- Collaborations (artists, brands, and organizations)
- Social messaging
- Customer engagement
- Premium price strategy

# Pricing Strategy



- Luxury pricing
- Limited edition collections

# Marketing Strategy



- Close to social media
- Collaboration with influencers
- Promotion of collection
- Provoking campaigns

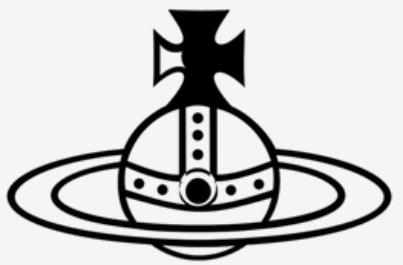
# Channel Strategy



# Evolution into 2025



- Expansion into the beauty industry
  - The beauty industry generates over \$100 billion in revenue worldwide.



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Thank You For Listening

