Armani Exchange

Parent Company

Giorgio Armani S.p.A.

Category

Apparel and Accessories

Sector

Lifestyle and Retail

Tagline/ Slogan

I feel, therefore I am

USP

Youthful label depicting chic culture

STP

Segment

Youth looking for trendy designer fashion wear

Target Group

Upper middle class youth

Positioning

The most accessible and affordable Armani brand

SWOT Analysis

Strengths

1. Strong brand presence with over 250 stores in over 31 countries.
2. Brand does the work of meeting the aspirations of youth wanting to own the Armani merchandise.
3. The segment has helped the parent brand to diversify in another area of fashion
4. Has a string employee base of 5000 people
5. Good global marketing and brand visibility

Weaknesses

1. High dependence on large stores for generating profits
2.Brand affected by fake imitations and replicas
3. The brand equity of the parent brand is too over-stretched due to over diversification which can affe

Opportunities

1. Foray in emerging markets with FDI in retail opening up
2.The brand can develop self-procuring and manufacturing facilities in countries it operates in order to
3. The brand can move towards making new eco-friendly product lines

Threats

1.Opposition from global organizations like PETA to Armani's use of fur in other brands could be a seri
2. Changes in exchange rates can cause a serious concern related to foot-traffic and will affect prices
3.Brand deals with the highly fragmented segment in the fashion industry with many players in the rac

Competition

Competitors

1.Polo Ralph Lauren
2.Fitch
3.Calvin Klein