

Louis Dreyfus Commodities

The Product Portfolio Development Process for a Louis Vuitton Bag

Where is Louis Vuitton Located around the world?

In the past, because Louis Vuitton was only manufacturing bags in France, they had a limited presence in other countries. However, they have expanded to 120 countries and have a total of 400 shops. Louis Vuitton can be purchased in the following countries:

- Canada
- France
- Germany
- Italy
- Japan
- Spain
- USA
- UK

The first shop was located in the Rue des Capucines, Paris, and the first store that was opened in London is located in London.

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What products does Louis Vuitton make?

Louis Vuitton's products are available for men and women. They include:

What is Louis Vuitton?

Since Louis Vuitton was founded in 1854, it has emerged from a small luggage shop to a renowned, luxurious fashion brand. It has become one of the oldest French luxury fashion houses. Louis Vuitton is famous for its LV pattern in brown and its canvas-covered travel cases with flat, stackable shapes. Its products can only be acquired in their own retail stores, online and small boutiques in high-end department stores. Louis Vuitton has numerous famous figures for marketing, including Gisele Bündchen and Marc Jacobs. Today, Louis Vuitton is now the 10th most valuable brand in the world, according to Forbes magazine. It is the world's biggest luxury brand in terms of sales.

A Systems Diagram Showing the Main Results, Processes & Outputs for a Louis Vuitton Bag

Input	Process	Output
Raw materials	Cutting	Pattern pieces
Design	Assembly	Finished bag
Quality control	Inspection	Defect-free bag
Marketing	Advertising	Brand awareness
Customer service	Support	Customer loyalty
Logistics	Shipping	Delivered bag
Production	Manufacturing	Final product
Inventory	Storage	Ready for sale
Retail	Selling	Revenue
Supply chain	Procurement	Cost reduction
Customer feedback	Analysis	Product improvement
Compliance	Regulation	Legal adherence
Research & Development	Innovation	New products
Human Resources	Recruitment	Skilled workforce
Finance	Investment	Business growth
Operations	Efficiency	Cost savings
Technology	Digitalization	Enhanced customer experience
Partnerships	Collaboration	Expanded market reach
Customer Engagement	Retention	Repeat purchases
Brand Management	Consistency	Brand equity
Customer Satisfaction	Feedback	Brand reputation
Product Quality	Control	Customer loyalty
Customer Retention	Service	Repeat purchases
Customer Loyalty	Programs	Brand advocacy
Customer Acquisition	Marketing	Brand awareness
Customer Churn	Retention	Brand loyalty
Customer Lifetime Value	Retention	Brand equity
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LOUIS VUITTON

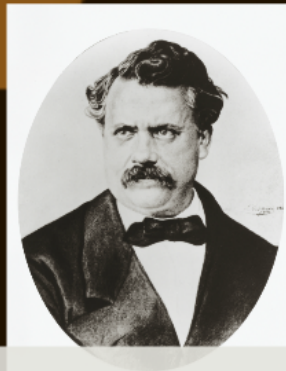
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Interesting Fact

Louis Vuitton belongs to a French multinational luxury goods conglomerate - LVMH Moët Hennessy. The two companies merged in 1987. This conglomerate incorporates brands such as:

- Moët & Chandon - Champagne
- Tagheuer - Watches

Definition of 'Conglomerate': A corporation that is made up of a number of different, seemingly unrelated businesses. In a conglomerate, one company owns a controlling stake in a number of smaller companies, which conduct business separately.

LVMH
MOËT HENNESSY • LOUIS VUITTON

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General Information

Brand value: \$28.4 billion (as of November 2013)

Revenue: \$9.4 billion

Advertising: \$4.211 billion



Who founded Louis Vuitton?

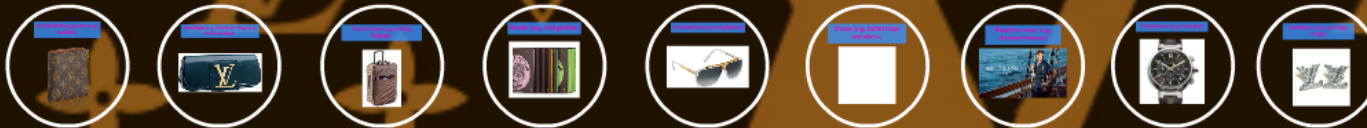
Louis Vuitton was established in 1854. It was founded by Louis Vuitton. He was Napoleon's wife's personal box-maker and packer. Mr. Vuitton had access to elite and royal clients, who highly appreciated his work. His brand grew into a world-famous luxury leather and lifestyle brand.



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What designers work for Louis Vuitton?

The first designer for Louis Vuitton was **Louis Vuitton**. In 1997, LVMH hired **Marc Jacobs** as artistic director. He expanded the brand into fashion and also made it more colourful, merry and trend-setting. Mr. Jacobs recently announced his desire to quit Louis Vuitton, in order to concentrate on his own label. He was replaced by former Balenciaga designer **Nicolas Ghesquière**, who now is the new artistic director.

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