

# LOUIS VUITTON Harvard Case Solution & Analysis

**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.

Label	Discussion	Analysis
Brand	What is Louis Vuitton?	What is Louis Vuitton?
Product	What is Louis Vuitton?	What is Louis Vuitton?
Channel	What is Louis Vuitton?	What is Louis Vuitton?
Strategy	What is Louis Vuitton?	What is Louis Vuitton?
Marketing	What is Louis Vuitton?	What is Louis Vuitton?
Operations	What is Louis Vuitton?	What is Louis Vuitton?
Finance	What is Louis Vuitton?	What is Louis Vuitton?
HR	What is Louis Vuitton?	What is Louis Vuitton?
Legal	What is Louis Vuitton?	What is Louis Vuitton?
IT	What is Louis Vuitton?	What is Louis Vuitton?
Supply Chain	What is Louis Vuitton?	What is Louis Vuitton?
Customer	What is Louis Vuitton?	What is Louis Vuitton?
Competitor	What is Louis Vuitton?	What is Louis Vuitton?
Industry	What is Louis Vuitton?	What is Louis Vuitton?
Market	What is Louis Vuitton?	What is Louis Vuitton?
Environment	What is Louis Vuitton?	What is Louis Vuitton?
SWOT	What is Louis Vuitton?	What is Louis Vuitton?
Porter's	What is Louis Vuitton?	What is Louis Vuitton?
BCG	What is Louis Vuitton?	What is Louis Vuitton?
GE	What is Louis Vuitton?	What is Louis Vuitton?
McKinsey	What is Louis Vuitton?	What is Louis Vuitton?
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The screenshot shows a presentation slide with a large, semi-transparent Louis Vuitton logo in the background. The slide content includes:

- A QR code at the top left.
- A row of social media icons (Facebook, Twitter, LinkedIn, etc.) below the QR code.
- A central text box titled "What is Louis Vuitton?" containing a paragraph of text.
- A table with three columns: "Date", "Description", and "Impact".
- A row of three small images at the bottom: a product, a portrait of a man, and another product.
- A row of social media icons at the bottom.

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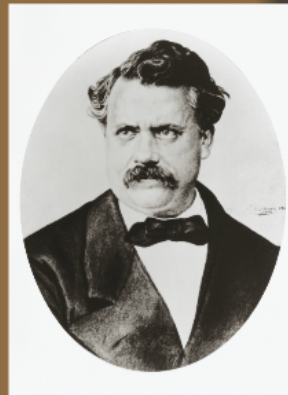
Date	Description	Impact
1854	Founded	Start of the brand
1888	First store in New York	Expansion into the US market
1903	First store in London	Expansion into Europe
1921	First store in Paris	Expansion into France
1930	First store in Tokyo	Expansion into Asia
1947	First store in Mexico City	Expansion into Latin America
1954	First store in São Paulo	Expansion into South America
1963	First store in Moscow	Expansion into Russia
1971	First store in Beijing	Expansion into China
1980	First store in Hong Kong	Expansion into Hong Kong
1985	First store in Singapore	Expansion into Southeast Asia
1990	First store in Sydney	Expansion into Australia
1995	First store in Seoul	Expansion into South Korea
2000	First store in Taipei	Expansion into Taiwan
2005	First store in Shanghai	Expansion into China
2010	First store in Moscow	Expansion into Russia
2015	First store in New York	Expansion into the US market
2020	First store in London	Expansion into Europe
2021	First store in Paris	Expansion into France
2022	First store in Tokyo	Expansion into Asia

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## What is 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



## 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.





