



Elevating Louis Vuitton: Balancing Heritage, Sustainability & Next-Gen Luxury

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SCOPE OVERVIEW

Louis Vuitton, a global luxury brand, faces the challenge of sustaining growth while appealing to a new generation of consumers who value sustainability and unique brand experiences. Assess Louis Vuitton's current positioning and demographic appeal, and create a strategic recommendation using qualitative and quantitative data to suggest approaches for enhancing exclusivity, integrating sustainable practices, and expanding brand appeal in diverse international markets.



DECK OUTLINE

01 INDUSTRY AND MARKET ANALYSIS

Market Sizing, Target Market, Competitors, SWOT Analysis

02 COMPANY POSITIONING & RECOMMENDATION

Current Position, Introduce Company

03 FINANCIAL CONSIDERATIONS

Current Revenue, Initial Investment, Ongoing costs, Projected revenue

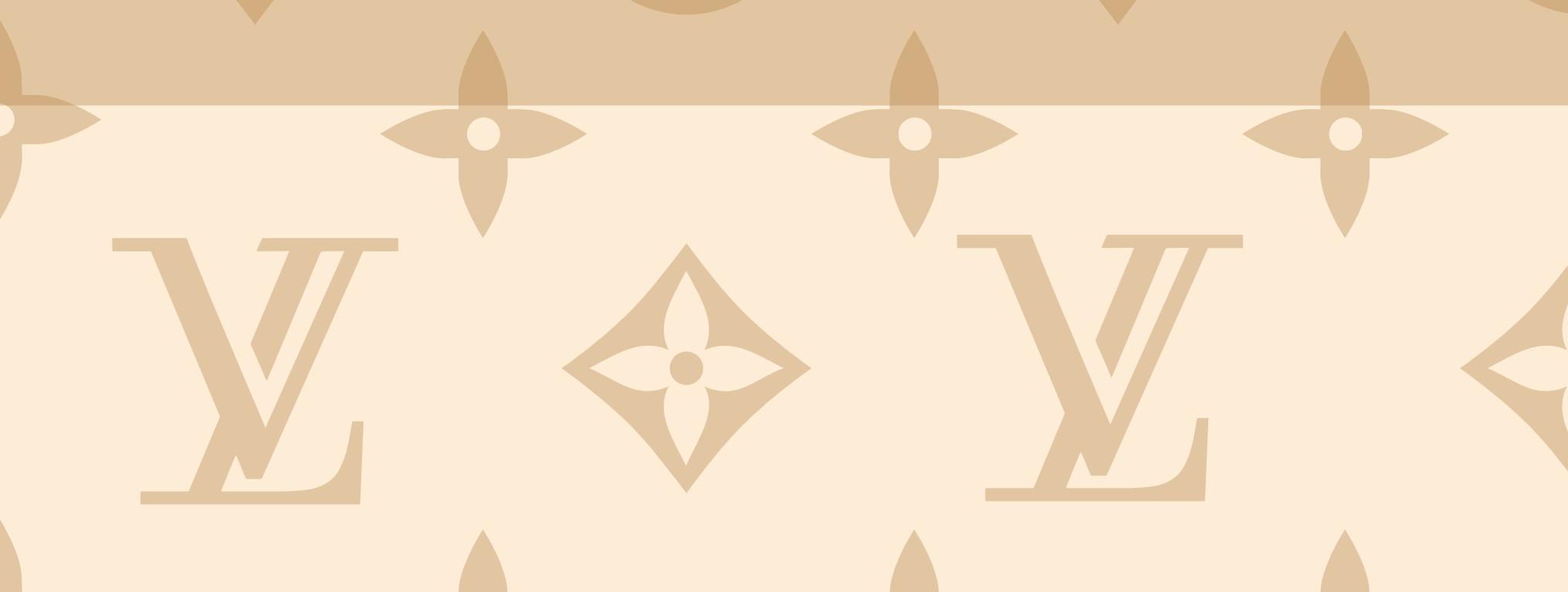
04 MARKETING PLAN

Rollout timeline, Marketing strategies, Digital and In-store

05 CLOSING STATEMENTS

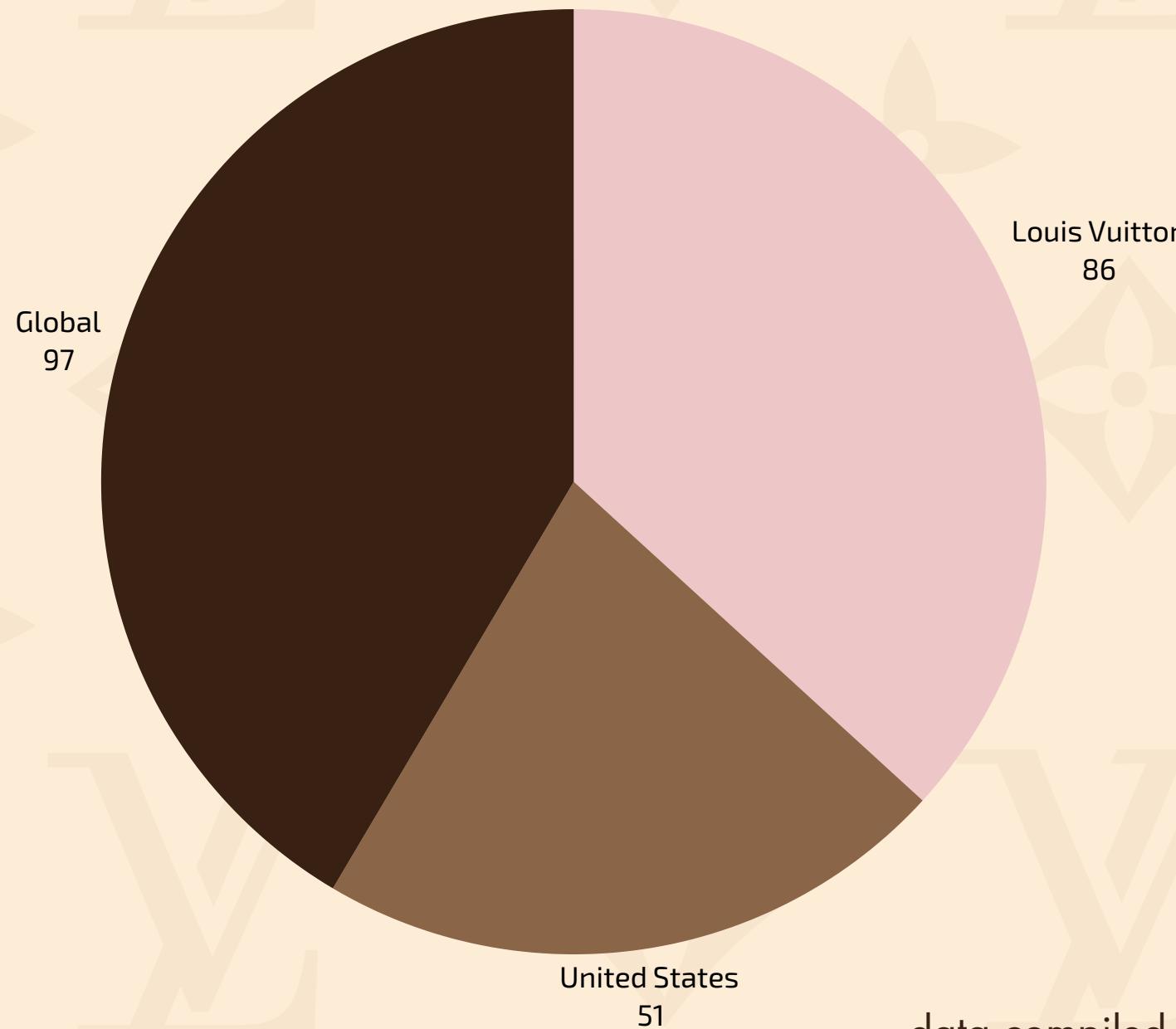
Final recommendation, Risks, Next Steps

INDUSTRY AND MARKET ANALYSIS



MARKET SIZING

Men's & Women's leather goods, ready-to-wear, travel,
shoes, watches, accessories, books & stationery



compound annual
growth rate (CAGR)

The market is projected to
grow at a CAGR of 5.4% from
2024 to 2030.

TARGET MARKET

DEMOGRAPHICS

- Women aged 30-54 with annual incomes exceeding \$75,000
- Core audience includes affluent middle-aged consumers, high-earning professional women, and young affluent segments
- Consumers characterized by high purchasing power and discretionary income

PSYCHOGRAPHICS

Craftsmanship

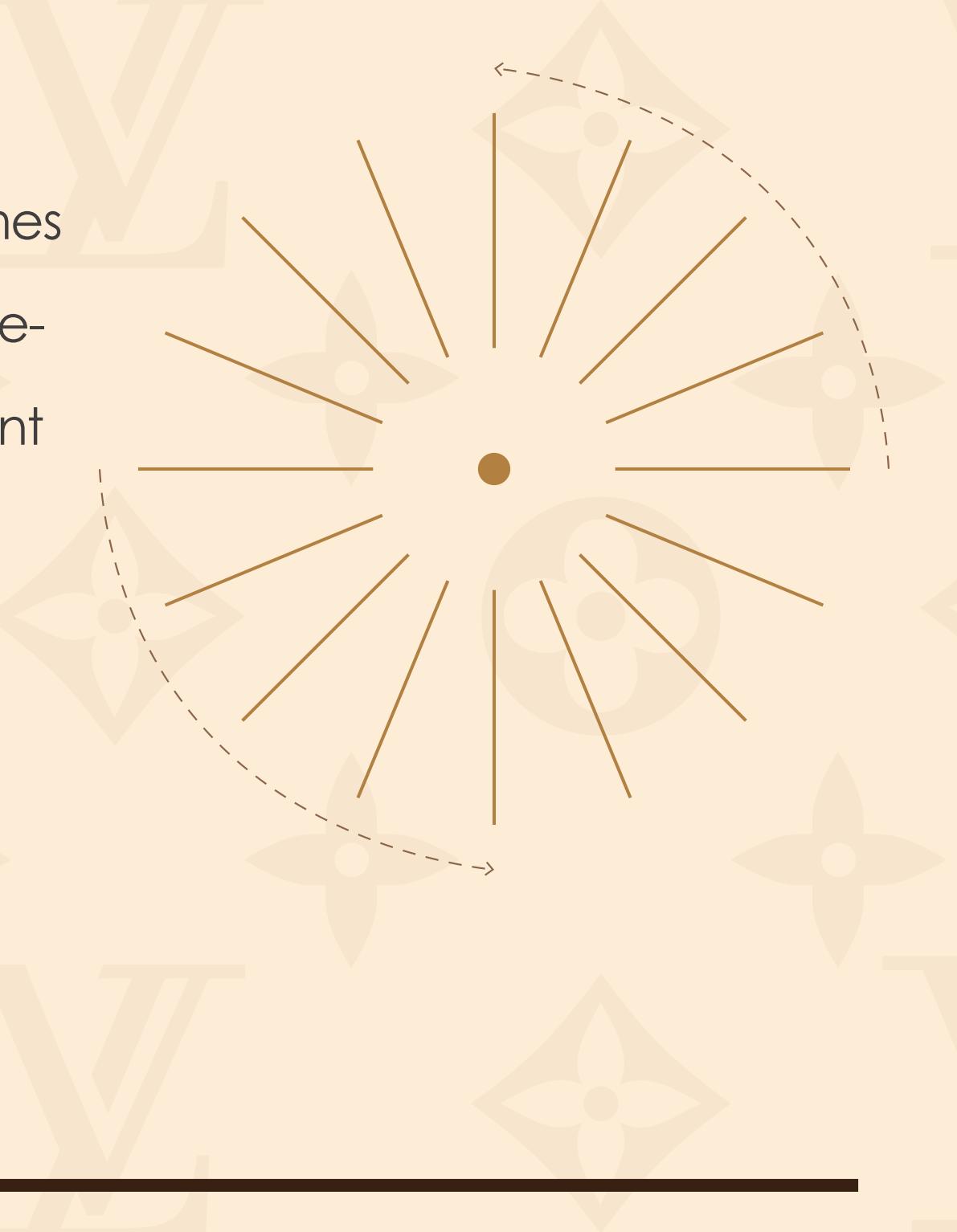
- Clients value high quality-materials, expert craftsmanship, and the brand's heritage of fine artistry

Exclusivity

- Clients are drawn to limited-edition collections, private events, and exclusive seasonal releases

Status

- Clients value displaying wealth, social standing, and alignment with aspirational lifestyle sentiments





COMPETITORS

COMPETITOR	GROWTH TRENDS	UNIQUE STRATEGY	RELEVANCE TO LOUIS VUITTON
HERMÈS	Consistent annual revenue growth; focus on limited product lines	Strong emphasis on exclusivity and craftsmanship	Known for maintaining high brand exclusivity; potential lessons for LV on limiting supply and scarcity strategies
GUCCI	Rapid growth post-2015 through reinvention under new creative direction	Focus on bold designs and appealing to younger demographics	LV can analyze Gucci's success in rebranding to engage Gen Z and Millennials
CHANEL	Continuous brand equity growth without direct e-commerce	Leverages heritage storytelling and strong in-store experiences	Importance of heritage and exclusivity; LV could improve storytelling and in-store experiences
PRADA	Recovery from recent stagnation by embracing sustainability	Emphasis on eco-conscious materials and collections	LV can benchmark Prada's sustainable material practices and marketing initiatives

SWOT ANALYSIS

Strengths

- High quality craftsmanship
- Powerful global presence
- Brand loyalty - strong customer base

Weaknesses

- High Prices: Louis Vuitton's products are priced at a premium, which can limit the brand's appeal to a relatively narrow customer base.
- Counterfeits and Imitations: The brand's popularity and recognizable designs make it a prime target for counterfeiters - damage reputation

Oportunities

- Rebrand into a gen z view
- Collaborate with relevant influencers/ celebrities eg COACH

Threats

- Counterfeit - huge counterfeit market
- Competition with other brands : Dior, gucci, Chanel Hermes
- Younger customer preferences may not align with LV



COMPANY
RECOMMENDATIONS

COMPANY



OVERVIEW



Louis Vuitton: An exceptional designer brand with a strong presence in the luxury market, thriving both economically and socially.

Market Share: Holds an estimated 10% share of the luxury goods market, with annual sales exceeding \$15 billion.

Products: Specializes in luxury bags, accessories, unique prints, leather goods, and fragrances, known for exceptional quality and longevity, with some complimentary reparations.

Brand Appeal: Maintains relevance through strong designs, prestige, and collaborations with contemporary artists and designers, attracting younger demographics.

Sustainability: Emphasizes sustainable practices, ethical ideals, and innovation to align with evolving tastes and trends.

Target Market: Luxury consumers aged 25 to 54 with high disposable incomes.



COMPANY OVERVIEW

Community Goods Cafe:

A specialty coffee shop and community space in Los Angeles. Serves high-quality, ethically sourced coffee and artisanal beverages in a sustainable setting

Products: Espresso drinks, Pour-over coffee, Matcha, Specialty teas, Fresh pastries, Light bites

Most popular sales channel: In-store experience

Host: community events, pop-ups, fundraiser and collaborations with local brands



PREVIOUS COLLABORATION

RHODE

A skincare & makeup company dedicated to build a value driven business who uphold these certain values: Simplicity. Affordability. Authenticity. Quality. Transparency. During their collaboration \$1 from every order was donated to Rhode futures foundation

LOUIS V LATTES

SUSTAINABILITY AND ETHICAL PRACTICES

- Community goods prioritizes sustainability
- Louis Vuitton wants sustainability incorporated into their brand identity
- Aids in reaching a Gen Z audience

BRAND IDENTITY AND EXPOSURE

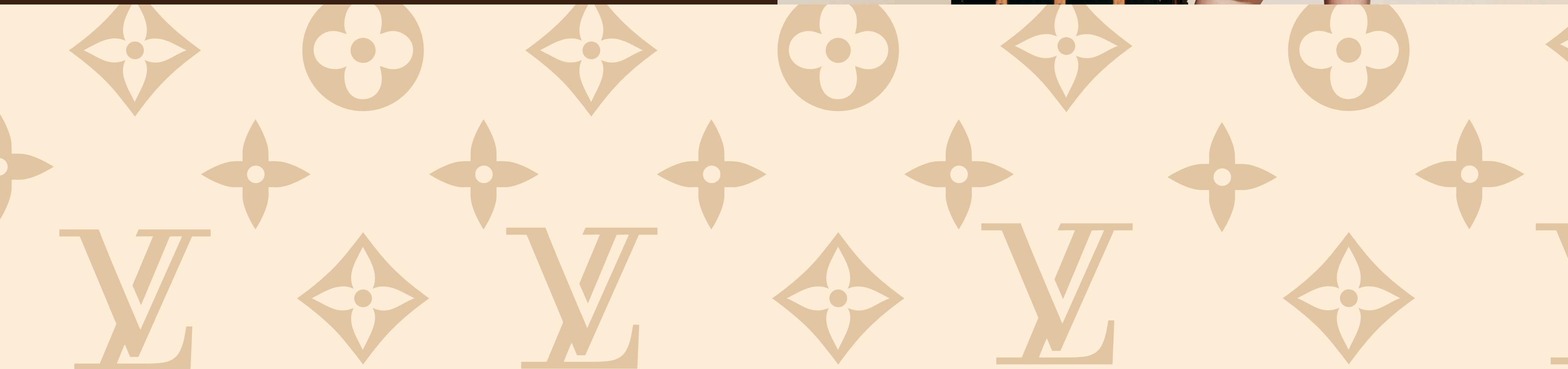
- Louis Vuitton has a strong global identity
- Community Goods would have an opportunity to gain exposure outside the LA area and garner prestige

MARKET EXPANSION AND GEN Z APPEAL

- Sustainability aligns with Gen Z values
- Mutual benefit from exclusive drops and trend/influencer culture
- Increased customer acquisition



FINANCIAL CONSIDERATIONS





PROJECTED FINANCIALS



INITIAL INVESTMENT

PRODUCT DEVELOPMENT

- Introduction of limited-edition sustainable product lines: \$20M
- Upgraded sustainable packaging and supply chain systems: \$10M

PROMOTIONAL MATERIAL

- Digital campaigns targeting Gen Z (TikTok, Instagram Reels)
- Exclusive experiential marketing events globally
- Collaboration with popular Gen Z coffee shop Community Goods

TRAINING & INTEGRATION

- Training sales staff for new experiential in-store concepts such as the Community Goods collaboration
- Train sales associates to provide personalized experiences, focusing on younger customers' expectations

ONGOING COSTS

QUALITY CONTROL

- Implement automated systems for supply chain transparency and regular sustainability audits

SUPPLY CHAIN & COGS

- Develop long-term contracts with eco-friendly suppliers to secure better pricing and stability

MARKETING CAMPAIGNS

- Focus on organic growth through brand ambassadors and influencer collaborations rather than costly paid ads
- Develop a centralized in-house creative team to lower outsourcing expenses

REVENUE PROJECTIONS

INCREASED FOOT TRAFFIC

- Launch pop-up stores featuring collaborations with artists and influencers
- Partner with luxury hotels and travel services to offer shopping experiences for tourists

INCREASED DIGITAL SALES

- Collaborate with Gen Z influencers for social media takeovers and product launches
- Use TikTok and Instagram Reels to showcase product stories and behind-the-scenes content

BRAND LOYALTY

- Introduce a points system rewarding purchases, social media engagement, and sustainability-focused actions



REVENUE AND PRICING STRATEGY

Pricing Strategy:

Position Community Goods x Louis Vuitton as a luxury lifestyle coffee experience, blending fashion, sustainability, and exclusivity

Sales Volume Estimates

Estimating the revenue of merchandise and drink products in a singular store

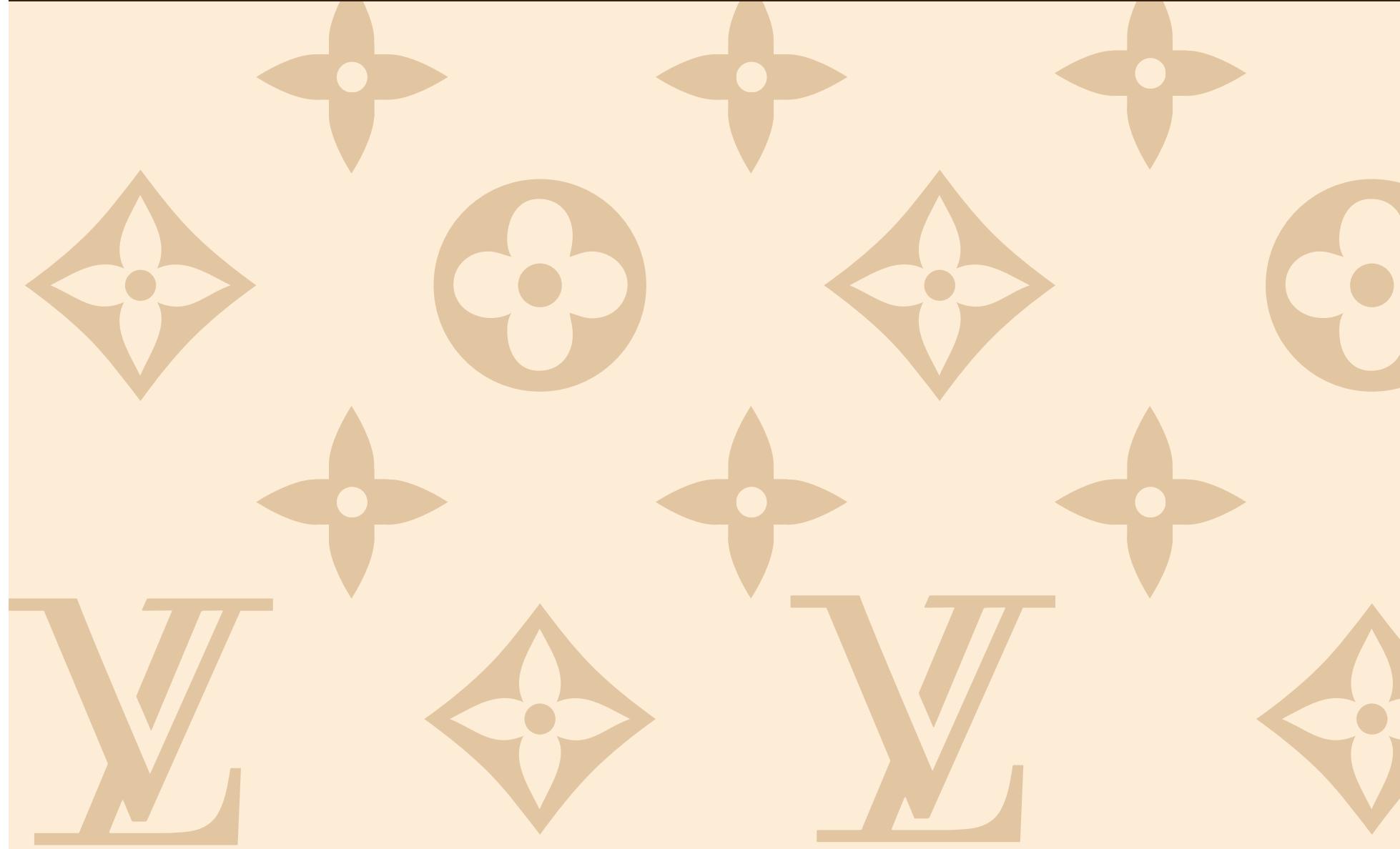
- Luxury Merch (per unit): \$50–\$500+ (LV-branded items)
- Standard Merch (per unit): \$15–\$75
- Drink products: \$10–\$25 (premium blends, limited-edition collaborations)
- Monthly LV coffee cups/merch sold: 3,000 – 5,000
- Monthly drink products sold: 8,000 – 12,000
- Annual revenue from merch: \$1M – \$7M
- Annual revenue from drink products: \$960k – \$4.3M
- Total annual revenue: \$2M – \$11.3M

Profit Margins

Estimating the profit margins of merchandise and drink products in a singular store

- COGS for LV Merch: \$10–\$80 per item
- COGS for Standard Merch: \$5–\$20 per item
- COGS for Drink Products: \$3–\$6 per item
- Annual logistical cost: \$200k – \$500k
 - For LV coffee cups/merch:
 - Gross profit margins: 55-75%
 - Net profit margins: 20-30%
 - For drink products:
 - Gross profit margins: 60-80%
 - Net profit margins: 18-28%

MARKETING PLAN



TIMELINE

Months 1-2

- Strategy and development
- Product integration and testing
- Product finalization
- Marketing development

- 
- Pre-launch marketing
 - Staff training

Month 5

- Social media marketing and physical marketing
- Grand opening

Month 6

- Performance assessment

SIP & STYLE: AN ARTISTIC AFFAIR



LAUNCH EVENT

"Sip & Style: An Artistic Affair" is an exclusive launch event celebrating the collaboration between Louis Vuitton and Community Goods, bringing together luxury fashion, sustainability, artisanal coffee culture, and contemporary art. At the heart of this unique experience is Banksy, the world-renowned, England-based street artist. Banksy's participation brings a provocative edge and cultural relevance to the event while highlighting themes of sustainability and community engagement. Attendees will enjoy the exclusive opportunity to have their Louis Vuitton items customized by Banksy—a rare, once-in-a-lifetime experience blending high fashion with contemporary art and environmental consciousness. The event also emphasizes Community Goods' dedication to sustainable sourcing and community-driven values, creating an environment where art, luxury, and social responsibility intersect.

PROMOTION

- Daily countdown posts featuring artwork glimpses, coffee creations, and hints of live customizations.
- Influencers showcase "unwrapping" co-branded merchandise and sipping the event's signature coffee drinks.
- High-traffic billboards in Los Angeles with minimalist Banksy-inspired art and campaign details



TASTE OF LUXURY



CONTENT SERIES

Coffee X Fashion show series:

An exclusive fashion-meets-coffee showcase where celebrity guests, Louis Vuitton executives, and fashion industry icons come together to experience LV-inspired coffee creations by Community Goods while previewing a possible new Louis Vuitton collection.

Event Highlights:

- VIP guests sip on specially crafted, LV-themed drinks while enjoying an intimate runway presentation of Louis Vuitton's latest designs.
- Fashion & Coffee Chats: A roundtable conversation featuring Louis Vuitton's CEO, designers, and celebrity ambassadors, discussing the intersection of luxury, sustainability, and coffee culture.
- Behind the Brew – A deep dive into the artistry behind the exclusive LV x Community Goods coffee creations, highlighting sustainability and craftsmanship.

PROMOTION

Louis Vuitton Youtube Channel
possible clips to TikTok & Reels

Creates more exposure to the LV Brand and Community Goods
Increase Engagement

SOCIAL MEDIA EDITORIAL



STREETWEAR X LATTE EDITORIAL SHOOT

- A streetwear collection crafted from sustainable and ethically sourced materials
- Off-duty model meets effortless luxury & eco-conscious lifestyle
- Cafe photoshoots with styled coffee cups, pastries & accessories
- Targets Gen Z with focus on sustainability, fashion & luxury experiences

PROMOTION

- Instagram, TikTok & Pinterest editorial content and influencer posts
- Exclusive influencer and café event invites
- Models & influencers styled in LV resort & streetwear with Community Goods coffee products

COMMUNITY GOODS

REWARDS PROGRAM



COMMUNITY GOODS REWARDS PROGRAM

- Present program at Community Goods
- Highlight the new drink selection of “Louis V Lattes” products into rewards program
- Double points on Louis Vuitton products during the limited times they are offered
- Promotion: in-store, social media, and email
- Email marketing emphasizing Louis Vuitton promotion
- In-store notifications through banners, flyers, menu boards
- Customized cup logo stickers, napkins, and etc.

DONATIONS

- \$1 of purchase from “Louis V Lattes” is donated to People for Wildlife, a partnership that supports research into climate change and biodiversity



CUSTOMER SATISFACTION

Customer Satisfaction Initiatives

01

INTERACTIVE

- **"Louis Vuitton Style Pass"**
- **What It Is:** A personalized styling and rewards experience where customers try on Louis Vuitton pieces in-store or online, give feedback, and unlock exclusive perks.

How It Works:

- Customers sign up via the LV website, app, or in-store QR code to receive their digital Style Pass.
- **In-Store:** Customers try on LV bags, shoes, or accessories and scan QR codes on mirrors to leave quick feedback.
- **Online:** Users upload a selfie to the LV app and use virtual try-on technology to test different styles.
- **Rate 3+ products:** Get a personalized styling recommendation based on preferences.

02

FEEDBACK

- **Interactive Social Polls & Quizzes**
- **What It Is:** A weekly Instagram/TikTok interactive series where followers vote on design elements, materials, and collaborations.

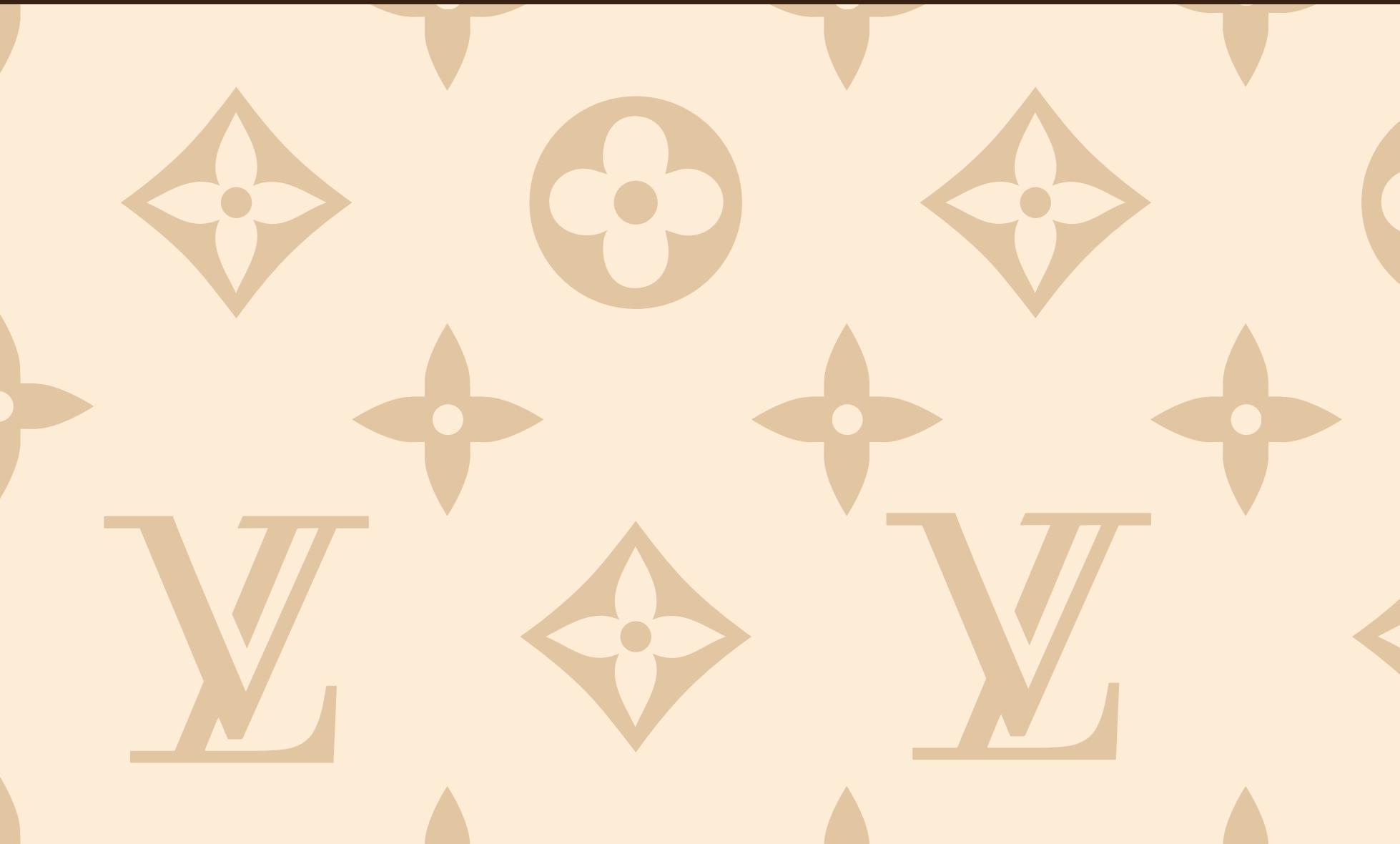
Customer Interaction:

- **Polls like:** "Would you prefer a bold monogram or minimalist logo?"
- **Quizzes:** "Find Your Perfect LV Bag," recommending products based on lifestyle.
- **Feedback Collection:** Analyzing engagement data informs future product development.

EFFECTS

- Encourages customer feedback in a fun, interactive way.
- Boosts in-store foot traffic & online engagement with AI-powered try-on features.
- Loyalty-driven approach by rewarding participation.
- Increased Purchase Confidence from virtual try-ons and styling recommendations which help customers feel more secure in their buying decisions

CLOSING STATEMENTS



POTENTIAL RISKS

GREENWASHING ALLEGATIONS

- Heightened scrutiny from Gen Z on authentic sustainability practices
- Importance of transparent and genuine eco-friendly initiatives to maintain trust

BRAND DILUTION

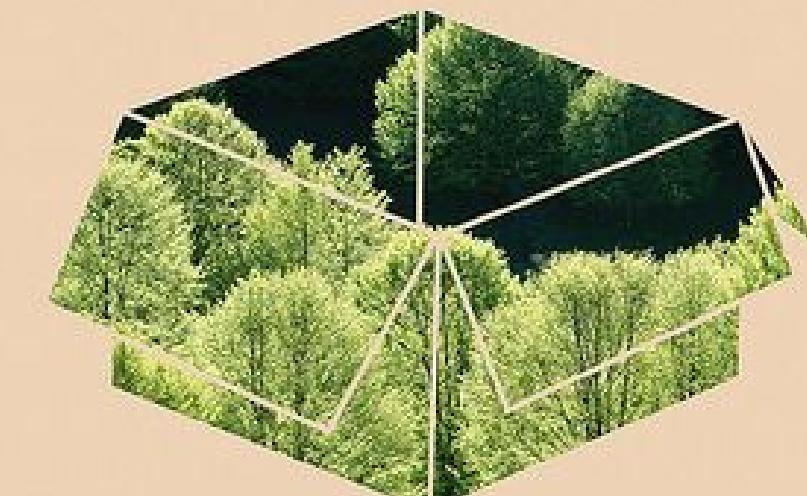
- Potential risk of brand dilution by shifting away from Lv's traditional heritage
- Association with an accessible product like coffee could reduce perceived exclusivity
- Could weaken the brand's luxury status and long-term brand equity

COMPETITOR RISK

- Existing Ralph Lauren Cafe
- Increased need for a strong differentiation strategy

FINANCIAL RISK

- Risk of low ROI if demand fails to meet expectations
- Profitability concerns due to potentially tight margins





OVERALL RECOMMENDATION

LOUIS VUITTON SHOULD PARTNER UP WITH COMMUNITY GOODS TO ESTABLISH A STRATEGIC COLLABORATION TO ENGAGE THE NEXT GENERATION OF LUXURY ENVIRONMENTAL CONSCIOUS CONSUMERS.

NEXT STEPS

ROLL OUT TIME LINE

- BEGIN STRATEGIZING AND DEVELOPING NEW PRODUCT IDEAS FOR INTEGRATION.
- DEVELOP AND IMPLEMENT DIGITAL AND PHYSICAL MARKETING CAMPAIGNS.
- TRAIN AND EDUCATE STAFF ON THE DETAILS OF THE NEW PARTNERSHIP.
- CONTINUOUSLY ASSESS STRATEGIES AND REFINE THEM BASED ON CUSTOMER PREFERENCES.

THANK YOU
ANY QUESTIONS?