



BRAND POSITIONING STATEMENT VISION





COMPETITIVE ENVIRONMENT

Luxury brands with a strong heritage + style, national savoir-faire & unmistakable personality rooted in designer





TARGET

**Self-confident, cutting-edge fashion taste with a big awareness of style, independent, sophisticated woman,
Audacious femininity, "new wealth" (net worth over \$1 million)**





CONSUMER INSIGHT

I am looking for luxury at its highest (very famous and at the same time very exclusive) that gives me an added emotion/prestigious value and let me feel strong by underlining my personality and style, quality and creativity





BENEFITS

Uniqueness, prestige, timeless appeal, perfection and French elegance





VALUES & PERSONALITY

True to itself, perfectionist, independent in its expression, cultivated, elegant chic with a youthful touch, French allure





REASONS TO BELIEVE

Heritage built through iconic designers & items*, costly and creative fashion show every year orchestrated by Karl Lagerfeld (dominator of trends...)



* The little black dress, the camellia flower, the tweed jacket, the pearls, the two coloured shoes, the quilted handbag, Chanel No. 5 fragrance



CONSUMER DISCRIMINATOR

Synonym for perfectly-stated french chic "It is a style, not a trend"





CHANEL

ESSENCE



Spirit of independent French femininity