

## Esprit - a lifestyle brand aiming to become the European leader in the fashion industry



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## ESPRIT - A LIFESTYLE BRAND AIMING TO BECOME THE EUROPEAN LEADER IN THE FASHION INDUSTRY

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Neuware - Master's Thesis from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3, University of applied sciences, Munich (Business Administration), course: MBA Studiengang - Strategic Corporate Management, language: English, comment: Esprit a fashion and lifestyle brand founded in 1968 and its potential to become the European leader is examined from an external and internal perspective. Beginning with a general industry related approach of this 'restless fashion world' including PoS and sustainability trends, increasing key success factors such as new channels online and stationary shop excellence and finally ending with a detailed competitor analysis and portfolio evaluation of ZARA, H&M, s.Oliver and others. In the end the authors presents a set of strategic and operative recommendations to weapon Esprit. , abstract: Esprit a fashion and lifestyle brand founded in 1968 in San Francisco, California and its potential to become the leader in the European fashion industry is examined from an internal and external perspective, using a set of analytical and strategic tools. Beginning with general industry-related approaches and ending in a detailed competitor analysis where for example ZARA, H&M and s.Oliver are closely analyzed with a portfolio evaluation and a nine-cell matrix for example. The business process within this industry differentiates between retail and wholesale channels, selling various division lines mostly under heavy time and cost pressure. This is due to short fashion collection life cycles, high product variety depending on fashion trends and styles that come and go. The high level of rivalry in the fashion market is characterized through approximately 60 main competitors forming the strongest competition in the middle and premium price segment. Sustainability, POS experience worlds and celebrity collections do represent the...

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