



CELLINE

PARIS

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CELINE

CELINE

Brand History



1945: Céline Vipiana and Richard start with children's shoe in Paris

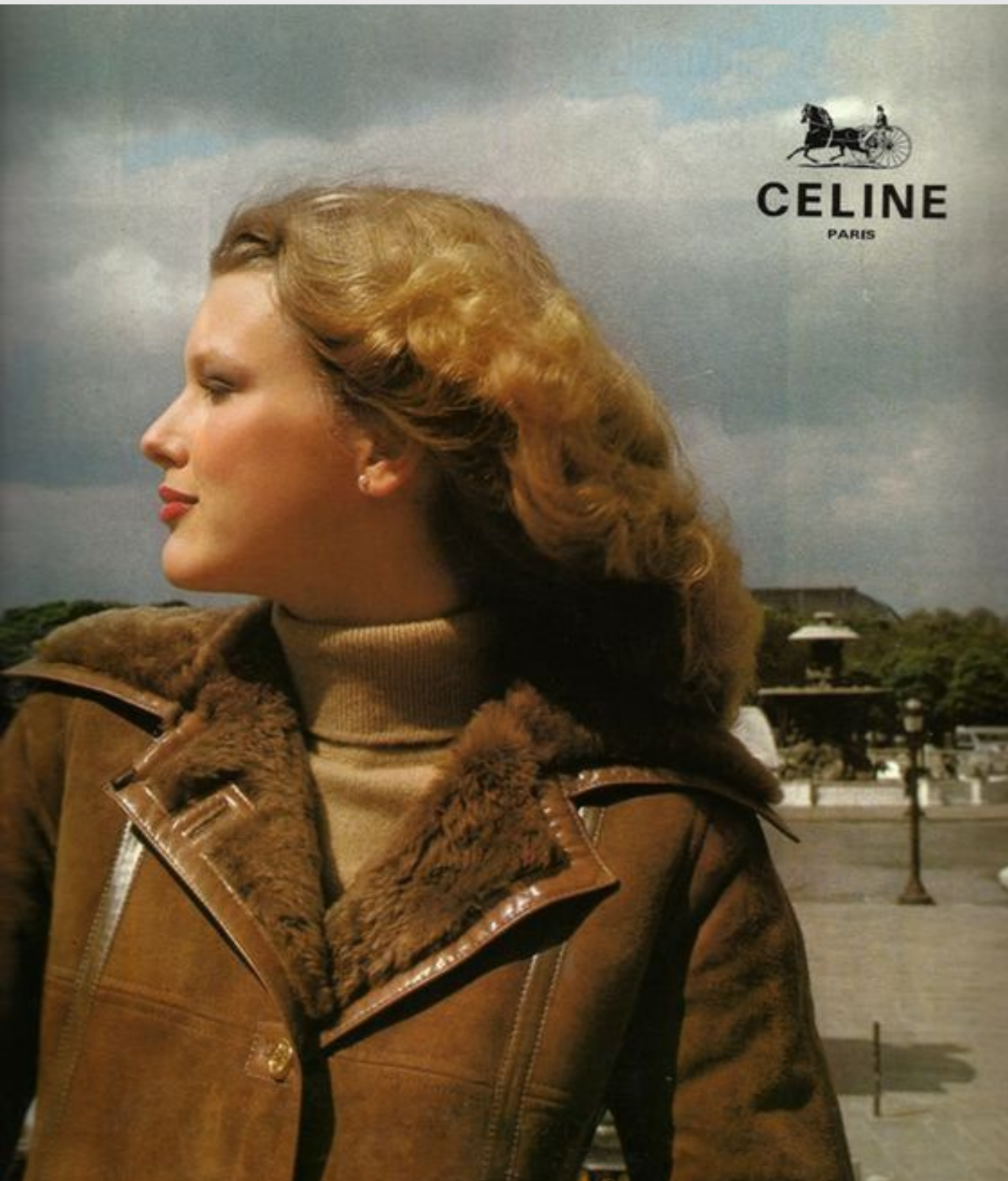
1948: Open three more stores

1960: Unveiled a women's footwear, women's ready-to-wear sport collection and accessories

1963: First fragrance Vent Fou



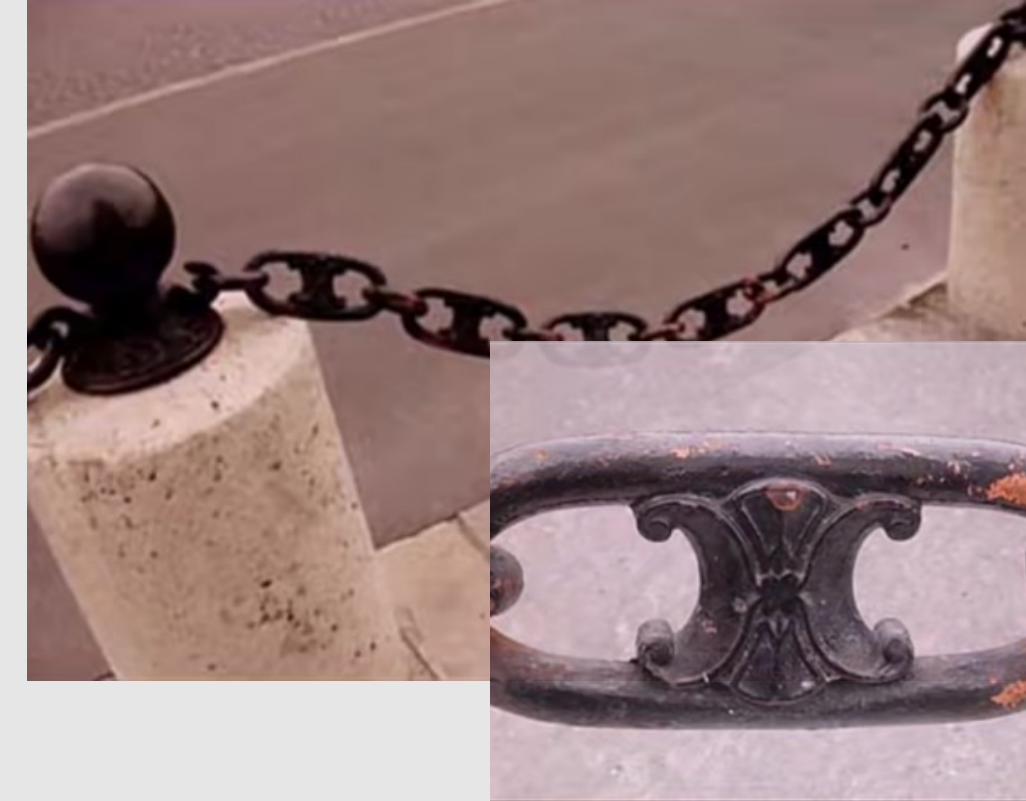
Brand History



1966: Expanded leather goods bags, belts and gloves (Florence)

1973: Double C design called the Blazon Chaine, linked to Arc-de-Triomphe

1987: Bernard Arnault decided integrate the brand into the LVMH
1996: 2.7 billion French francs (\$540 million)



Key Figures

OLD CÉLINE



Phoebe Philo
2008-2018

Annual sales increase
from 200 million to 700
million US dollars

The global revenue of
Celine was approximately
728 million euros in 2021.

178 stores in worldwide,
including 10 stores in Paris

NEW CELINE



Hedi Slimane
2018 - present

Iconic Products

CÉLINE

Luggage Tote



Classic box bag



Triomphe sunglasses



CELINE

Belt bag



Conti bag



Triomphe canvas



Corporate Value



**Minimalist
Elegance**



Craftsmanship



**Edgy
Aesthetic**

LOGO

CÉLINE  **CELINE**
PARIS

1947 - 1973 1973 - 1977

C E L I N E C É L I N E

1990 - 2012 2012 - 2018

CELINE

2018 - NOW



Website

CELINE

DISCOVER OUR [NEW SAINT-TROPEZ COLLECTION](#)

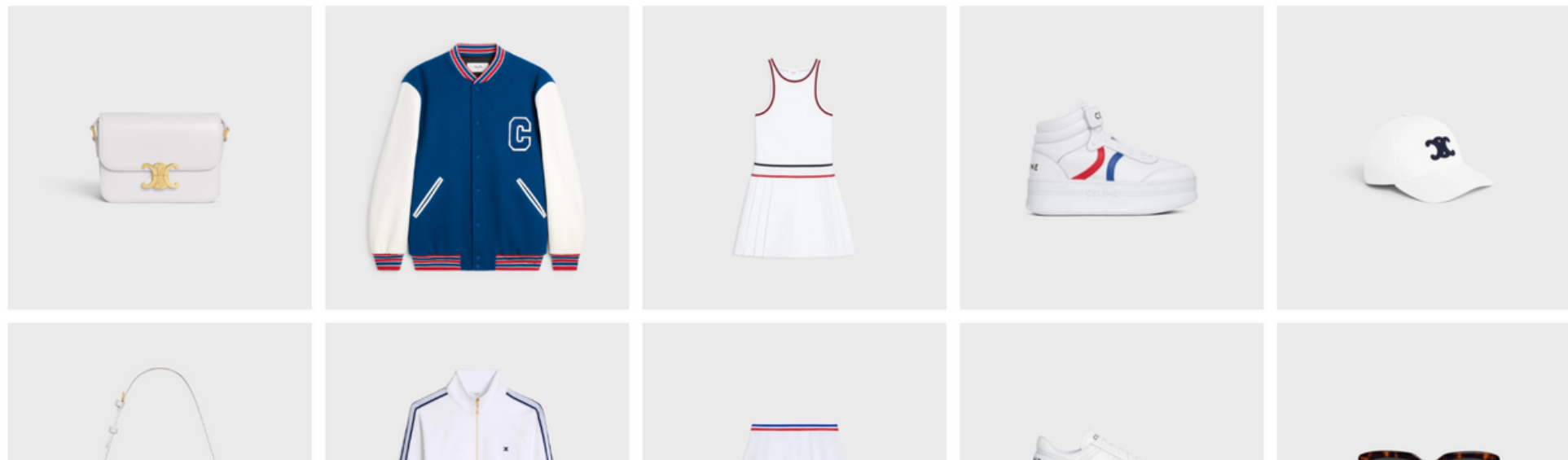
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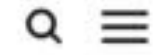
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CLOSE



CELINE




DISCOVER OUR [NEW SAINT-TROPEZ COLLECTION](#)


CLOSE



Cartier



A LIVING HERITAGE



CARTIER OVER TIME

Cartier

22:09 27%

THE HOUSE

HISYOUOHIRE & HERIYOUTOGE



1847
2023

↓


1847, 1900

IES DEBAYOUS DE ITO
MTOISOHNOT
VSTORYOUIER

1847


22:20 23%

CHANEL



CAPSULE COLLECTION
CHANEL INTERSTELLAR

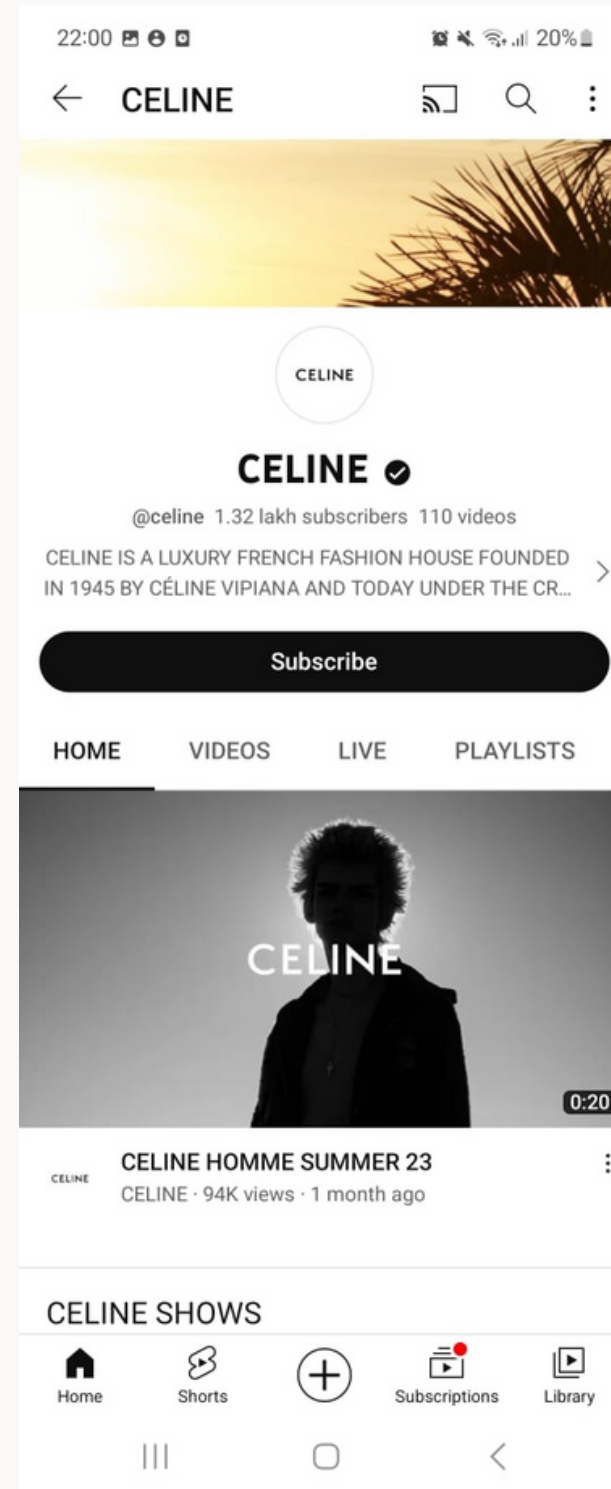
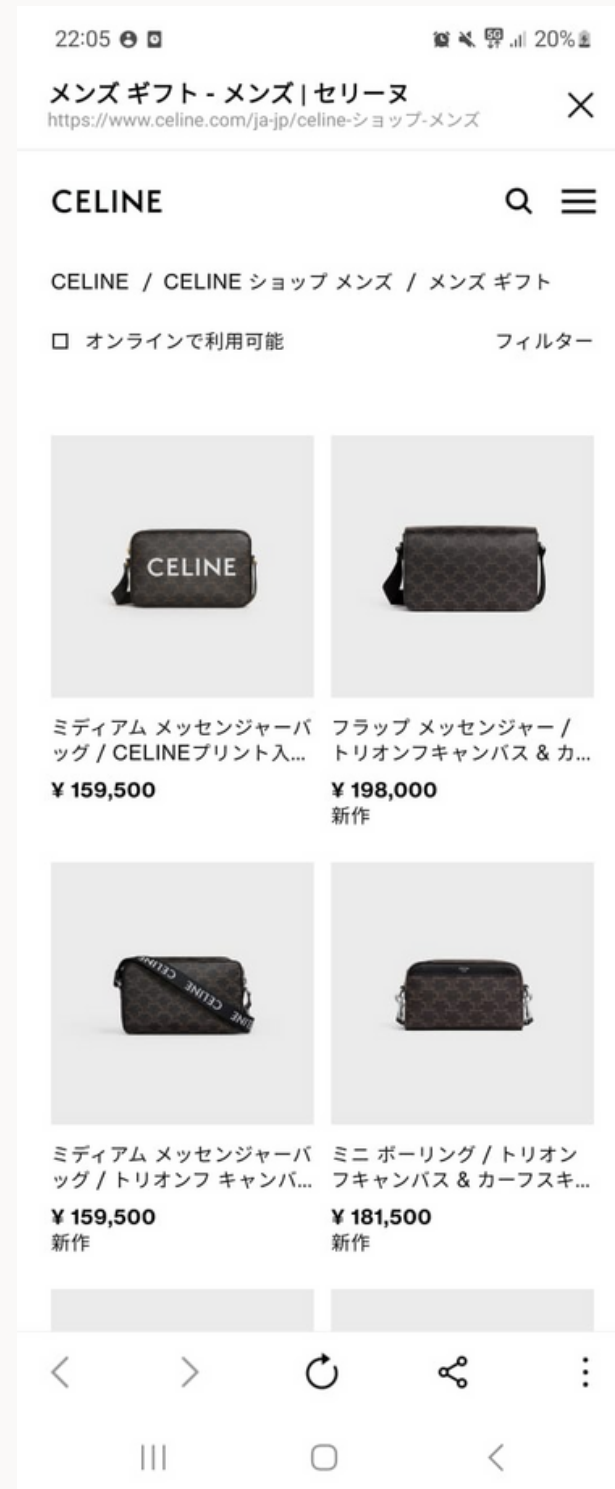
SEE MORE



CHANEL

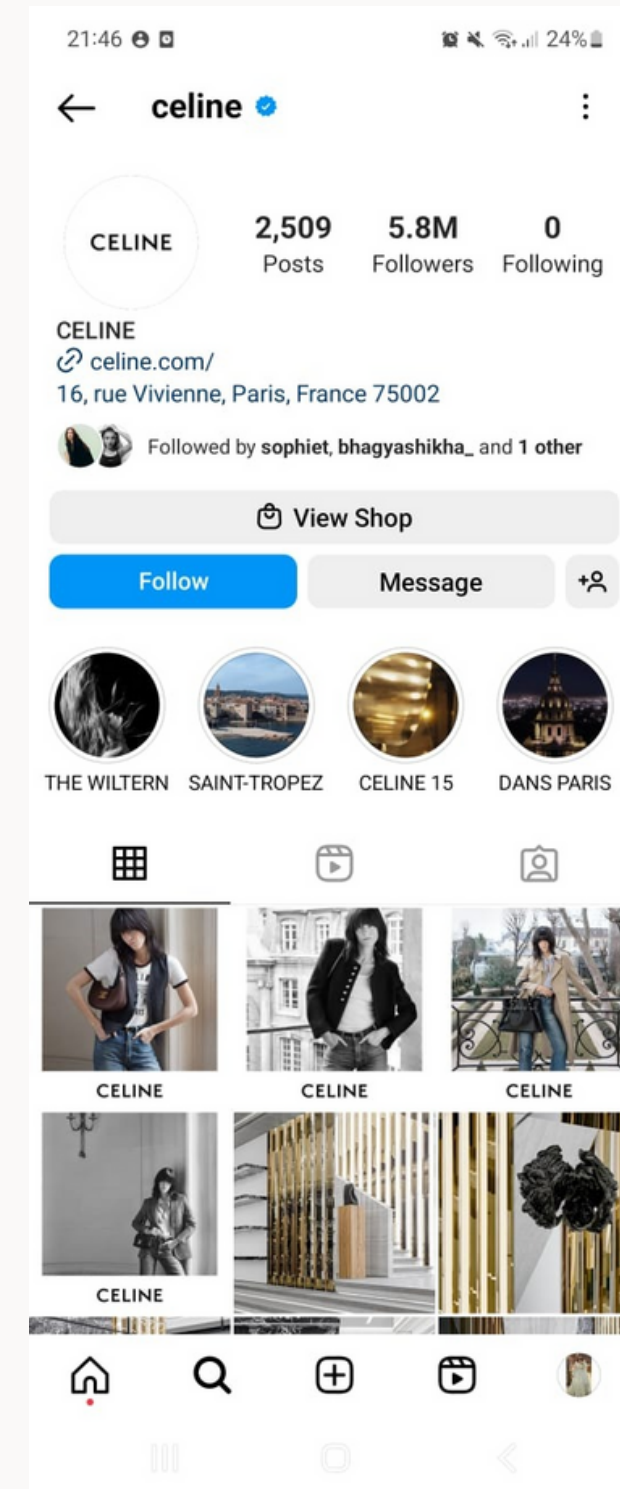
Social Media

LINE



YouTube

Instagram



Official online sto.
celine.com

CELINE

SOCIAL NETWORKS

INSTAGRAM

FACEBOOK

WECHAT

YOUTUBE

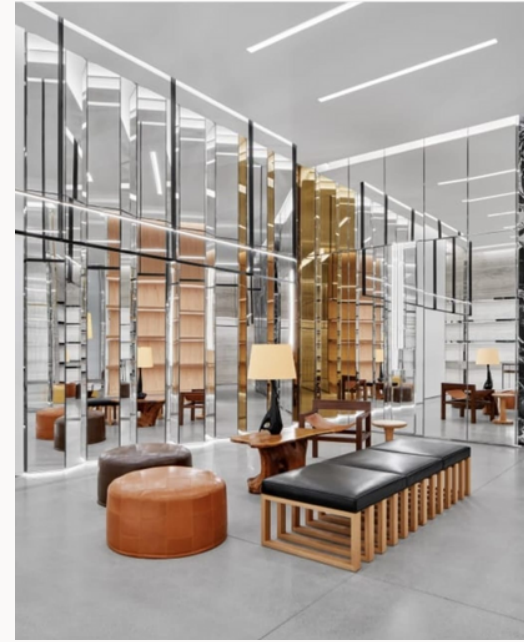
LINE



Architecture



Architecture In Stores



USA

Shanghai

Paris



CANADA



Hongkong



Japan



London



Packaging



CELINE
CC
PARIS



Sustainability

Celine Paris, a luxury fashion brand, has not released a comprehensive sustainability report or environmental policy on its website.

However, there are a few initiatives that the brand has taken to reduce its environmental impact

Sustainability



Sustainable Materials

Celine Paris has been incorporating sustainable materials into its collections, including organic cotton, recycled polyester, and leather alternatives such as Piñatex, a fabric made from pineapple leaves



Reduction of Carbon Footprint

Celine Paris has made efforts to reduce its carbon footprint by using renewable energy sources in its stores and offices.



Packaging & Recycling

Celine Paris has been using sustainable packaging materials such as FSC certified paper and biodegradable poly bags while implemented recycling programs in its stores to encourage customers to bring in their used Celine products for recycling to reduce its impact on the environment

Mission Statement

Celine haven't published an official mission statement although after research it can be said:

Luxurious and functional clothes & accessories with innovative designs, created to empower women in a sophisticated , practical, and sensual way"

Current Status

- Pheobe Philo attracted a loyal tribe of affluent women with their unfussy minimalist chic to tune \$900 million sales.
- On January 21, 2018 LVMH announced Heidi Slimane as their new Artistic, Creative and Image Director to join the house.
- Initially in his first runway show the brand resonated a lot with Saint Laurent's collection which was later improvised in the second runway show.

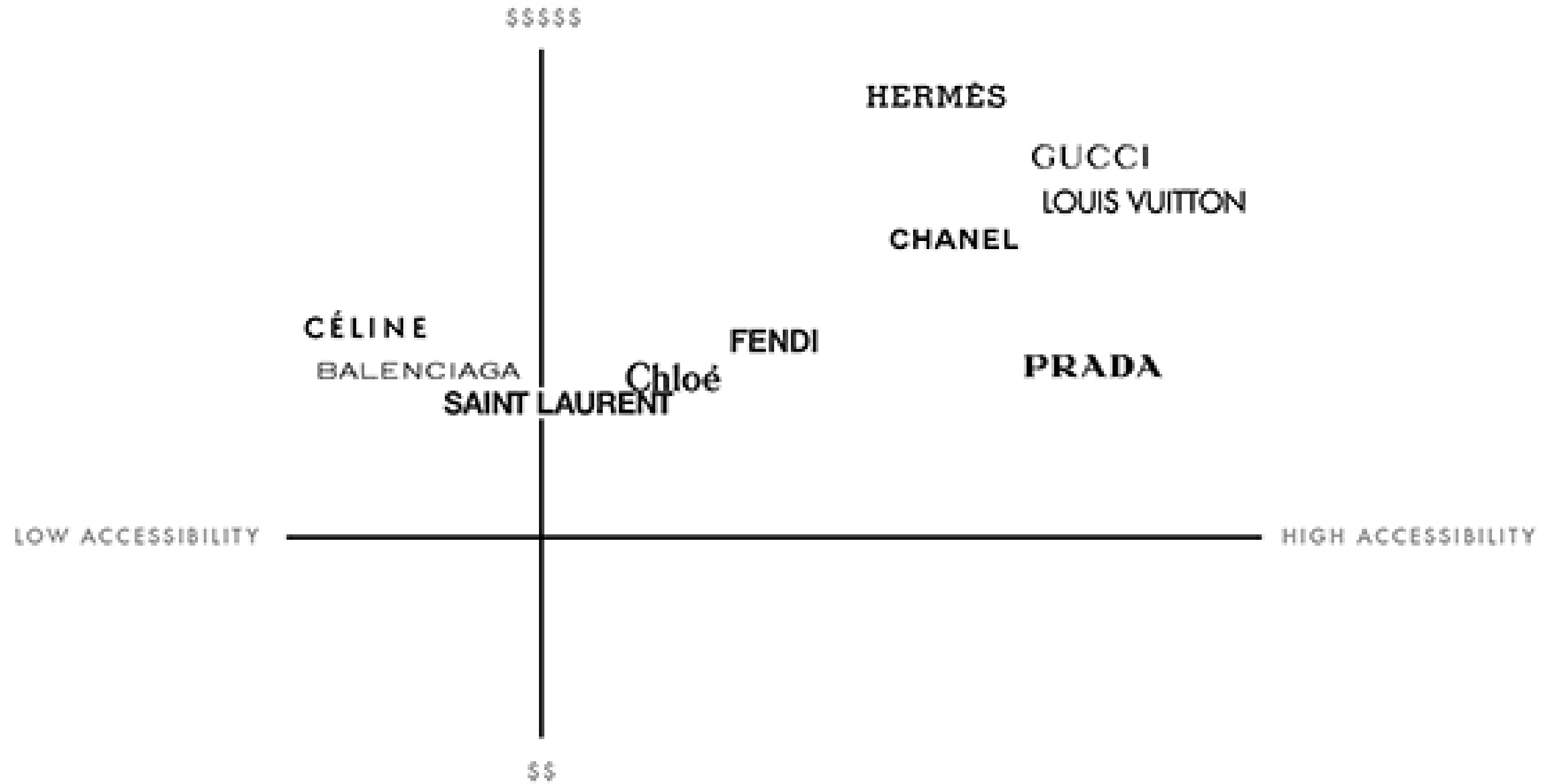


Brand Positioning

- The goal for Celine is to position them in the luxury fashion market as a pioneer in sustainable/wearable technology.
- In order to introduce the wearable tech products with the ability to customize, they'd have to start by hosting events where their consumer base can come and try out the customizable feature when it comes to their Belt and Classic bags by using AR technology.
- After the introductory phase, Celine should use the wearable tech aspect into their seasonal fashion shows (Paris, London, New York) for the mainstream audience to see and possibly be attracted enough to purchase. And for the last phase, Celine should slowly add the customizable feature to other brand extensions as well as add different colorways to appease all tastes. The color and silhouettes would not be interfering with what is trendy and aesthetically pleasing to the main fashion circles nowadays.



CURRENT POSITIONING



! Céline price/accessibility ratio

- Neutral colours: beige, whites and pale colours
- Logo: Minimalist, simple and chic
- Geometrical designs

- Sleek
- Minimalist
- Modern
- Bold

Physique

Personality

- Exclusive relationship
- Fashion connoisseur and experts
- You follow the brand because you know the brand

- Less is more
- Cultivated in French culture
- Arc de Triumph Logo

Relationship

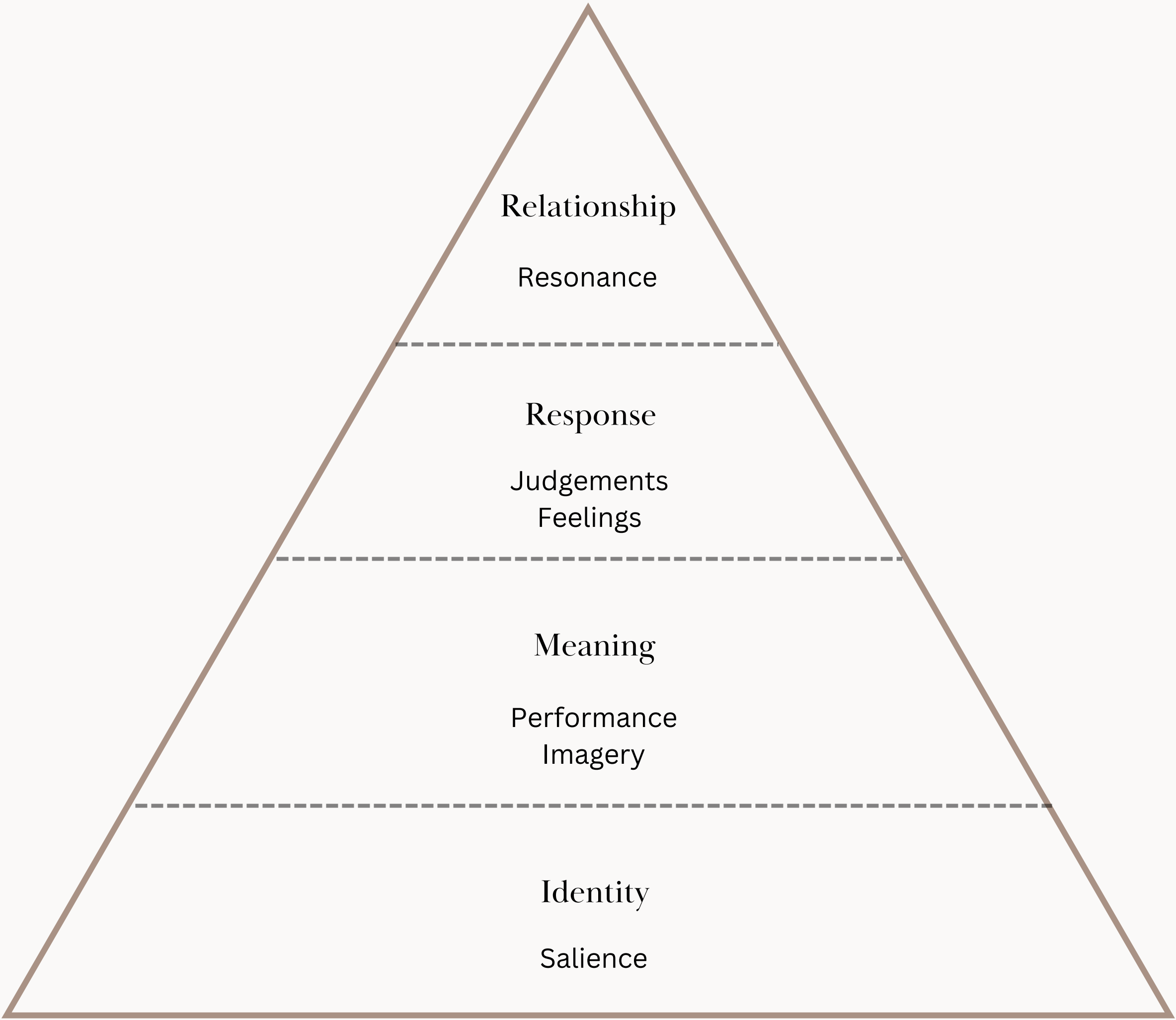
Culture

- Upper middle class to high class consumer
- Well educated
- It's a fashion connoisseur
- Has a unique style
- Values craftsmanship

- I am one of a kind
- I am powerful
- I am affluent
- I am modern
- I am stylish

Reflection

Self-image



Strength

- Brand's Public awareness
- Loyal customer base
- Parisian cultural background
- LVMH's association
- Strong ready to wear product category
- Salience in leather goods & accessories

Weakness

- Exclusive yet identified to public
- New Director brought confusion and distraught
- Failure to communicate vision and mission
- Sales on website
- Poor digital marketing strategy

Opportunities

- Room for improvements
- Active social media presence
- Grow digital brand awareness
- Brand collaborations and extensions

Threats

- Room for improvements
- Active social media presence
- Grow digital brand awareness
- Brand collaborations and extensions



Brand Strategy Analysis

What is the unique Relevation?

Celine is sophisticated, independent, and empowered woman, both practical and elegant.

What are the brand Rituals?

Shopping in store. Personalized and unique shopping experience paying close attention to details in fabrics and quality with the use of smart glasses and high technology.

What is the distinctive Lexicone?


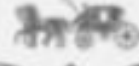






The Phantom bag and the brand's many "it bags", "The slip dress"

The Triomphe: A symbol of the house of Celine since 1971

#ÉVOLUERmode: Function of changing the colors of the coat, changing colors of the Phantom Bag (Future strategy)



Competitive Landscape

Company	LVMH MOËT HENNESSY · LOUIS VUITTON	KERING 	 COACH	MICHAEL KORS
Sales 2017 ¹	US\$13.1bn	US\$8.2bn	US\$4.7bn	US\$4.6bn
Key brands	 <p>LOUIS VUITTON</p> <p>FENDI ROMA</p> <p>Christian Dior COUTURE</p> <p>GIVENCHY</p>	<p> YVES SAINT LAURENT</p> <p> BALENCIAGA PARIS</p> <p>GUCCI</p> <p>BOTTEGA VENETA</p>	<p> kate spade NEW YORK</p> <p> COACH NEW YORK</p> <p>STUART WEITZMAN</p>	<p>JIMMY CHOO</p> <p> MICHAEL KORS</p>

Demographics

Generation Z

- Born between 1997 and 2009.
- Salary: € 300.000+
- Well educated - has a master's degree
- Working women in business and finance

Generation Alpha

- Born between 2010 and 2025
- Salary \$180,000+
- Well educated
- Entrepreneur and business leader.

- Name: Carin Olsson
- Age: 40 - Generation Z
- Occupation: Financial Director
- Location: Europe
- Salary: € 380,000
- Interests: Traveling with her kid, and occasional coffee/tea dates with friends. Carin also enjoys culinary experiences such as wine tasting and trying out top restaurants in the city.
- Causes: Human rights, children, sustainability.
- Technology Use: She is very tech savvy, browses the web often and is constantly on her phone. She can't live without her smart watch.

- Name: Christine Andrew
- Age: 23 - Generation Alpha
- Occupation: Family Business / Influencer
- Location: North America
- Salary: \$200,000
- Interests: Loves traveling, shopping, and is experience driven. She loves yoga and enjoys outdoor activities, like going to the beach and walking in parks.
- Causes: Sustainability is an important matter for her.
- Technology Use: mobile obsessed - she is on the phone 90% of her time and prefers mobile shopping.
- She owns a Google Home..

