



**Chandrawat  
& Partners**

# **FASHION AND LUXURY SECTOR**

**A comprehensive guide  
on fashion & luxury sector**

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# INTRODUCTION



The fashion and luxury business sector encompass industries engaged in the creation, design, production, marketing, and retailing of high-end fashion products, accessories, and luxury goods. Different segments in the fashion and luxury sector have contributed significantly to its success. Key areas include high fashion and haute couture, luxury accessories and leather goods, fragrances and cosmetics, ready-to-wear collections, luxury retail and e-commerce, luxury hospitality and experiences, and brand licensing and collaborations. These segments play essential roles in driving revenue, reaching a wider customer base, creating brand experiences, and expanding the industry's influence.

The fashion and luxury industry involves intellectual property protection, legal contracts, regulations, and international trade. It requires safeguarding trademarks, copyrights, and designs, forming partnerships through licensing and distribution agreements, and complying with various regulations. International trade agreements and customs regulations further complicate cross-border operations.

The fashion and luxury industry requires constant innovation and differentiation to stand out in a competitive market. Building a strong brand identity, implementing effective marketing strategies, and creating immersive retail experiences are key. Strategic alliances, designer partnerships, and targeted marketing campaigns help raise brand awareness and attract global clientele. Embracing e-commerce, social media, and data analytics is crucial for understanding consumer behavior and improving business operations.

Financial considerations, including cost management and pricing strategies, are important for profitability and maintaining exclusivity. Fashion and luxury businesses must navigate legal challenges and seize business opportunities to thrive in the global market.

# ECONOMIC OVERVIEW

Although storm clouds are gathering, the fashion industry may be able to weather the impending problems based on recent history. The McKinsey Global Fashion Index indicates that in 2022, the industry demonstrated its resilience once more, nearly matching the record economic profit of 2021. The luxury industry outperformed, following the pattern of the previous year, with a 36% increase in economic profit offsetting decline in other areas. Even still, the non-luxury segment outperformed its historical norm. Due to strong margin performance, the industry in 2022 made more than twice as much money as it did in all but one of the years between 2011 and 2020.

The industry encountered deepening and enduring issues in 2023. In terms of regional growth, China's first-half performance waned, while Europe and the US saw gradual increase all year long. Even though the luxury market did well at first, in the later half of the year it too started to suffer the consequences of lower demand, which resulted in slower sales and inconsistent performance.

Leaders in the fashion business are overwhelmingly optimistic about 2024, expressing apprehension about slowing economic growth, ongoing inflation, and low consumer confidence. In light of this, companies will find it difficult to locate areas of value and discover fresh performance-enhancing factors.

Fashion estimates analysed by McKinsey indicate that, with regional and national variances, the worldwide industry will see top-line growth of 2 to 4 percent in 2024 (display). Once more, the largest portion of economic profit is anticipated to be generated by the luxury market. Nevertheless, the challenging economic climate will still present challenges for businesses there. The segment is expected to expand globally by 3 to 5 percent in 2023 as consumers curtail their expenditure following a post-pandemic spike, down from 5 to 7 percent in 2023. In line with the slightly more bullish forecast there, US GDP is predicted to perk up after a relatively sluggish 2023, while growth in Europe and China is predicted to decrease.

# MARKET DYNAMICS

Market dynamics drive luxury and fashion industry. These factors influence luxury and fashion market dynamics:

- **Consumer preferences and trends** : Luxury and fashion depend on consumer preferences and trends. Trends, tastes, and lifestyles affect brand, product, and style demand.
- **Economic conditions**: Income, employment, and consumer confidence affect luxury and fashion in a manner. Consumers may be more price-sensitive and buy necessities over luxury items during recessions.
- **Globalization and emerging markets**: Rising incomes and aspirational lifestyles drive luxury goods demand in these markets, creating huge growth opportunities. Globalization has increased consumer reach and access to international brands.
- **E-commerce and digital technologies** have changed luxury and fashion. Luxury shoppers can browse and buy online. Digital and social media promote brands, engage customers, and influence purchases.
- **Sustainability and ethical practices**: Luxury and fashion have embraced conscious consumerism and sustainability. Sustainability, ethical sourcing, and corporate responsibility resonate with consumers and shape market dynamics.
- **Competition and brand differentiation**: Many established and emerging brands compete in the luxury and fashion industry. Quality, design, heritage, exclusivity, and marketing distinguish the brands from one another.





### **Luxury apparel market drivers**

Social media and online retail are driving sales of the most fashionable luxury clothing. Luxury clothing has grown due to internet transactions. Consumer-specific offers, appealing promotions, and advertising in magazines and social media influence nearly half of luxury garment purchases. Luxury clothing is mostly seen as a status symbol and drives discretionary spending among wealthy consumers. Luxury clothing is growing among millennials. Celebrity endorsements and promotions drive market growth. Celebrities drive fashion sales. Celebrities' social media posts influence buyers. Product launches and social media branding increase customer-marketer distance. Social media helps manufacturers sell. Twitter, Facebook, YouTube, and Instagram can promote brands. Higher brand loyalty. Youth demand luxury fashion via social media. These factors drive luxury fashion growth.

### **Luxury apparel market restraint**

Luxury clothing designers use the finest materials and craftsmen. Premium clothing is made using different methods and materials than fast fashion. Luxury fashion uses high-quality textiles and does not cut corners in printing and dyeing, unlike fast fashion. Luxury brands maintain high standards throughout production. This is why high-end fashion costs more. High prices limit luxury fashion firms' customer base because most people are price-sensitive. Price-conscious customers prefer fast fashion.

HeiQ AeonIQ and German fashion conglomerate Hugo Boss AG signed a long-term partnership in February 2022. This collaboration aims to make Hugo Boss AG climate neutral by 2030. Adidas AG and Prada Group expanded their environmental partnership in January 2022. Adidas for Prada Re-Nylon, a sustainable premium athletic line, will debut.



## Rising threat of counterfeit products challenges the market growth

With the rising demand for luxury fashion, manufacturers are finding difficult to ban counterfeit products. In terms of revenue and dampen the brand goodwill, the counterfeit products affect the actual brand products. It became difficult to identify the difference between the actual and the copied product. The counterfeit products are actually of lower price than the original product price for attracting the people towards the counterfeit products. The sale of faked or copy products affects not only the revenue of mainstream brands, but also their prevailing brand equity. These copy products are easily available on the online channels. This counterfeit product of low-cost challenges the growth of the luxury fashion market.

## Regional Insights

The market for luxury clothing is divided into North America, Asia Pacific, Europe, Latin America, and Middle East Africa based on region. In recent years, Europe has been the world's largest regional market for luxury apparel, with France, Germany, and the United Kingdom among its significant nations. Millions of tourists come to Europe each year because it is one of the most popular travel destinations. Everyone, from business tycoons to upper-class women, purchases expensive clothing while on vacation in Europe. Due to growing brand awareness and consumer awareness among regional consumers, the Asia Pacific region has recently seen rapid growth. The countries with the highest penetration of luxury clothing are China, Hong Kong, and India.



## EMERGING TRENDS

The Metaverse and virtual reality are two of the newest developments in luxury retail. Numerous high-end labels, such as Ralph Lauren, Burberry, Prada, Gucci, Dolce & Gabbana, Louis Vuitton, and Fendi, are venturing into uncharted territory. Players can buy costumes designed by Luis Vuitton for the characters in the League of Legends video game. In September, Dolce & Gabbana sold nine NFTs—dresses, suits, tiaras, and crowns—for 1,885,719 Ether, a cryptocurrency valued at more than \$6 million. Additionally, a growing number of companies are beginning to take cryptocurrency payments.

*“Luxury is at the forefront of this new world because they share similar values: rarity, exclusivity, high value items and the VIP dimension”* says Eric Briones, Managing Director of the Journal du Luxe.

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## LUXURY RETAIL TRENDS 2024: SECOND HAND AND CSR

The market for used luxury goods is still expanding, with a value of 33 billion euros in 2021—a 65% increase from 2017. A Boston Consulting Group survey states that 70% of second-hand purchasers purchase their first luxury item through vintage goods. By 2030, Bain & Company projects that the luxury brand's sales from the second-hand market might reach as high as 20%.

Nevertheless, with the exception of a few cautious moves (most notably in the watchmaking industry), luxury firms have been hesitant to embrace the second-hand market.

However, blockchain technology has a number of benefits, including improved traceability over a product's life cycle and authenticity verification for buyers of used goods. Additionally, it supports more ethical and sustainable sourcing, which is something that the majority of luxury businesses have been working towards for a long time. For instance, Chanel has its "Mission 1, degree 5" campaign to cut greenhouse gas emissions, while Kering pledges to become carbon neutral by 2050.

### **Circular textiles**

In a circular textiles system, no material is seen as waste, but rather as a valuable resource. In the German Federal Ministry for Economic Cooperation and Development's (BMZ) study, Circular Economy in the Textile Sector, a circular textiles system is defined as: "An industrial system that doesn't make waste or pollution by re-designing fibers to stay in high-quality circulation within the production and consumption system for as long as possible and/or feeding them back into the biosphere or techno sphere to restore natural capital or providing secondary resources when they're no longer useful."

By 2024, the fashion industry is expected to witness a significant shift towards high-quality, long-lasting luxury clothing and accessories. This transition is driven by innovations in circular textiles systems, which aim to eliminate waste by reusing fibers and incorporating sustainable materials. These advancements, along with the adoption of new technologies and clothing recycling, will contribute to reducing waste and promoting sustainability in the fashion industry.

### **Virtual try on technology**

Virtual try-on technology is a crucial tool in creating a sustainable fashion future. By allowing customers to visualize products before purchase, it reduces returns, waste, and carbon footprint. Customers can make informed decisions, minimizing the likelihood of returning or discarding items. Additionally, virtual try-on reduces the need for physical stores, lowering carbon emissions associated with traditional retail.

### **Second hand fashion, rental and repair**

In 2023, the luxury fashion industry has a significant opportunity to capitalize on consumer interest in second-hand clothing, rental garments, and repairs. The resale market is projected to reach \$47 billion by 2025, driven by Gen Z shoppers seeking luxury items at lower prices according to the McKinsey State of Fashion 2023 Report. Luxury brands like Oscar de la Renta, Valentino, and Gucci have already embraced second-hand sales, while rental services provide a sustainable alternative. Repair services are also gaining popularity, with brands like Brunello Cucinelli offering free repairs to promote sustainable fashion.



### **Experiential retail**

Experiential retail allows customers in a physical store to participate in non-traditional retail experiences. Amazon Go, a cashier-free, partially automated store, is an example of experiential retail.

Experiential retail uses technology to enhance and optimize customer interactions with a brand, including in-store cafes, lounges, live music, and wall-streamed videos.

### **Social shopping**

Luxury brands and high-street retailers will adopt social shopping in the next six to twelve months, mimicking real-world shopping interactions. China's \$374 billion social commerce market in 2021 was the largest.

Social shopping lets an individual's social media network comment, recommend, and share products or services, improving their relationship with a brand and creating an environment like shopping with friends.

### **FIT technology**

Fit technology enables brands to offer customization and personalized clothing, addressing consumer demand for unique and sustainable fashion. The rise of start-ups focused on customization has been followed by major players adopting this trend. As sustainability concerns and Gen Z's preference for customization persist, made-to-order clothes will gain even more popularity in 2023.

### **Metaverse and Augmented reality**

The metaverse, led by Meta, is revolutionizing storytelling in retail. This immersive digital world offers a realistic experience close to the real world. Through audio cues, visuals, and textures, retailers can create engaging storefronts and trigger emotional responses in buyers. With a significant user base, the metaverse provides a platform for meaningful connections and aligning online and offline identities. It fosters creativity, innovation, and digital experimentation for retailers to stay ahead in the industry.

# MAJOR INVESTMENTS



## Chanel and Adidas invest in Sustainable Agriculture

As French fashion house Chanel and sportswear company Adidas announce significant investments in projects related to sustainable agriculture, the food, agriculture, and fashion industries are continuing to converge. The agriculture and fashion industries are coming together more and more as a result of the threat to supply chains and the general demand for more sustainable materials and methods. Chanel announced a \$25 million investment in South Pole, a social enterprise based in Switzerland, and the Landscape Resilience Fund (LRF), a non-profit founded by the environmental organization WWF.

By 2025, the LRF hopes to have raised \$100 million to put toward projects that support small-scale farmers in developing nations and promote sustainable agriculture while also protecting forests. Adidas, a well-known manufacturer of athletic wear, has also disclosed a €3 million investment in Spinnova, a Finnish producer of sustainable materials that converts cellulosic fiber into products used in the textile industry. In Finland, the business is constructing its first industrial facility.



## 2. Moët Hennessy Louis Vuitton SE ("LVMH") invests in Tiffany & Co.

Hennessy Mot The renowned fashion house Louis Vuitton and the wine and spirits company Mot Hennessy merged in 1987 to form Louis Vuitton SE, also known as LVMH or Louis Vuitton, a French luxury conglomerate.

One of the top sellers of luxury goods in the world was created as a result of the merger. Mot & Chandon, the company behind the high-end champagne brand Dom Perignon, and cognac producer Hennessy merged to create Mot Hennessy in 1971.

In an agreement that valued the jeweller at roughly \$16.2 billion, LVMH announced plans to invest in and buy Tiffany in 2021. Arnaut, however, was forced to renegotiate a discount from the original agreed-upon acquisition price because of the coronavirus pandemic and its detrimental effects on the market for luxury jewellery. Tiffany filed a lawsuit in response to his initial request for an 11% price cut on the transaction in order to uphold the original acquisition agreement. The final purchase price reached by the two companies was \$131.50 per share, which is a 2.6% reduction from the initially agreed-upon \$135 per share and brings the total purchase price to roughly \$15.8 billion.

Tiffany will become a part of LVMH's Watches and Jewellery business group, which the company claims will strengthen Tiffany's position in the jewellery market and increase its presence there. Tiffany's presence is anticipated to grow in both China and Europe as a result of the deal.

### 3. Fashion cloud and Verdane

Fashion Cloud welcomes Verdane's €25 million investment. Verdane's B2B software expertise, international network, and in-house specialists will help Fashion Cloud grow. HEARTLAND and Verdane were investors in the funding round.

Fashion Cloud is a one-stop shop for fashion wholesale content and data exchange and digital pre- and reorder. 40% of Europe's €500bn fashion market is wholesale, but it's fragmented and inefficient. Fashion Cloud provides smart software solutions for fashion brands and retailers to digitize everything from sharing marketing material and product data to optimizing orders and inventory and working more efficiently.

- Verdane is a growth equity investment firm that helps tech-enabled and sustainable European companies grow internationally. Verdane can invest in single companies or portfolios. Since 2003, Verdane funds have invested over 140 fast-growing businesses with over €4.5 billion in commitments. Verdane's 130 investment professionals and operating experts in Berlin, Copenhagen, Helsinki, London, Oslo, and Stockholm aim to be Europe's preferred growth partner for tech-enabled and sustainable businesses.

Verdane's network will connect brands and retailers worldwide for Fashion Cloud. Fashion Cloud will benefit from Verdane's experience investing in tech-enabled companies. The new capital will improve "content" and "order," which allow retailers to access marketing material and product data from over 600 brands and order items with one click in the supplier's brand shops. Fashion Cloud will expand its automated reorder suggestions ('Smart Replenishment') and create new products. Brands can share their sustainability attributes on Fashion Cloud, promoting transparency. Retailers are adding certifications and standards to their websites and stores to help customers buy due to customer interest.



#### 4. Aditya Birla raising primary capital from GIC Singapore

The board of Aditya Birla Fashion and Retail Limited ("ABFRL") agreed to issue preferential shares and warrants to an affiliate of Singapore's sovereign wealth fund ("GIC") to raise up to Rs.2,195 Cr. GIC will buy shares and warrants for Rs. 770 Cr. now and up to Rs. 1,425 Cr. when warrants are exercised over the next 18 months. GIC will hold 7.5% of ABFRL after the investment. Aditya Birla Group will own 51.9% after this transaction.

ABFRL plans to use this money to accelerate its growth engine, which is based on its current businesses and a fast-changing bet on new high-growth business models.

##### Aditya Birla Fashion and Retail Ltd.

ABFRL belongs to ABG. India's leading pure-play fashion powerhouse has an elegant bouquet of leading fashion brands and retail formats. On 31 March 2022, the Company had 3,468 exclusive stores, 6,515 department store points of sale, and 28,585 multi-brand outlets in India. It houses 25-year-old brands Louis Philippe, Van Heusen, Allen Solly, and Peter England. Pantaloons is famous in India. Van Heusen dominates innerwear and athleisure.

The Collective, India's largest multi-brand retailer of international brands, has exclusive partnerships with Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, and Reebok. Jaypore, Tasva, and Marigold Lane sell ethnic wear. Shantanu & Nikhil, Tarun Tahiliani, Sabyasachi, and House of Masaba are strategic partners of the company. ABFRL is developing Direct-to-Consumer fashion, beauty, and lifestyle brands. Brands.com is scaling up to build an integrated portfolio of digital assets to provide an immersive customer experience, deepen brand connect, and expand into emerging consumer segments.

##### About GIC

GIC is a leading global investment firm founded in 1981. GIC manages Singapore's foreign reserves and invests globally across asset classes and active strategies. Listed equities, fixed income, real estate, private equity, venture capital, and infrastructure. GIC's long-term approach, multi-asset capabilities, and global connectivity make it a top investor. GIC, headquartered in Singapore, employs 1,800 people in 10 financial centers and invests in over 40 countries.

# Looking Ahead

As the industry continues to be challenged by geopolitical and economic headwinds, fashion leaders in 2024 will look to strike a careful balance between managing uncertainty and seizing opportunities. With cost-saving tactics mostly exhausted, companies may focus on growing sales, underpinned by new pricing and promotion strategies. Across the industry, net intent to raise prices is more than 50 percent, according to the BoF–McKinsey Executive Survey. At the same time, reduced cost pressures could provide a potential boost to performance.

As climate change brings increasingly extreme weather events and global temperatures rise, the coming year is likely to mark a heightened industry focus on environmental, social, and governance issues. Our survey shows that the topic is seen as both the number-one priority and number-one challenge for industry executives. The most successful companies will find a balance between sustainability initiatives, risk management, and commercial imperatives.

In an uncertain world, consumer discretionary spend will be weighted toward trusted categories and brands. Hard luxury goods—jewellery, watches, and leather—will likely be in demand, reflecting their potential investment value in tough economic times. Consumers are expected to travel more and continue spending more time outdoors. And they prefer emotional connections and authenticity over celebrity endorsements.

All told, executives are bracing for a strategically complex year ahead. To counter uncertainty, leading companies will prepare for a range of outcomes. The most successful will become more resilient, better equipped to manage the challenges, and ready to accelerate when the storm clouds begin to clear.



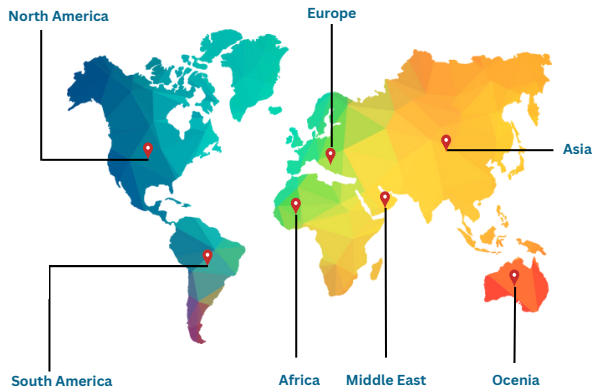
# HOW WE CAN HELP ?

Our team comes up with unique and creative legal and compliance solutions that meet the needs of each client. Our experts give advice and represent designers, fashion companies, retailers, etc. from all over the world. We also work with the fashion community to teach them the simple steps they need to take to protect intellectual property, improve brand value, and help with commercialization. By offering the following services, we help our clients recognize, protect, and use their rights and interests in:

- registering a trademark, a copyright, and a design.
- agreements about licensing, transfers, and franchises.
- agreements between the manufacturer, vendor, supplier, and distributor.
- agreements about modelling, endorsements by famous people, advertising, and marketing.
- agreements about employment, independent contractors, confidentiality, and not telling others about something.
- getting the legal licenses needed by labour laws, labelling and packaging laws, and other laws. and lawsuits and disputes, such as actions against piracy and counterfeiting, suits for infringement, product liability, consumer complaints, and notices to stop, stop, and take down.



## ING CLIENTS WORLDWIDE



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