



Transforming a Premium Denim Specialist into a Fashion Lifestyle Brand
Reimagining the Luxury Playbook

Strategy

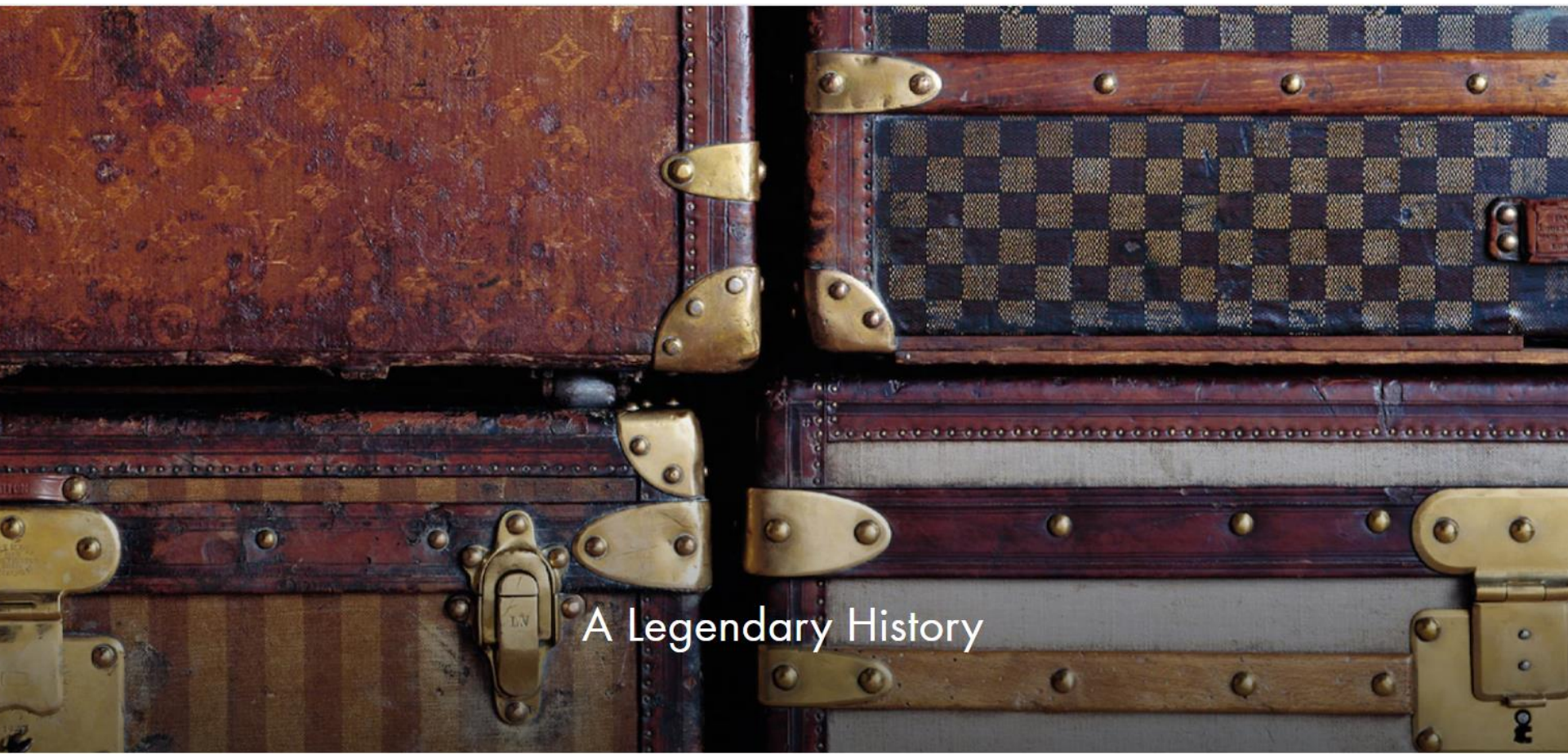
Competitive Landscape

The landscape of 'Premium Denim' is a
Sea of Sameness

for all mankind

From Someone You Trust, To Someone You Love

LOUIS VUITTON



A Legendary History

Louis
Vuitton
Paris.



Strategic Pillars

Product First

**Brand
Elevation**

**Leverage
Omni-
Channel**

**Operational
Excellence**

**A Global,
Digital,
Organization**

Don't Talk to Yourself

Constructive Tension

Flawless Execution





Thank you