

EXECUTIVE SUMMARY

Celine is recognized for its refined minimalism, Parisian heritage, and quietly luxurious leather goods that prioritize craftsmanship, restraint, and timeless design.

In response to increasing consumer demand for transparency, cultural relevance, and scarcity in the luxury market, this 10-year brand strategy focuses on deepening Celine's core identity while expanding its global cultural footprint.

The strategy includes three key phases: (1) withdrawing underperforming product lines to preserve brand clarity and improve merchandising efficiency, (2) reallocating resources toward leather goods, Celine's hero category, through product consolidation, production transparency, and experiential inclusivity at its flagship manufacturing site in Chianti, and (3) launching a global artist-in-residence program that invites emerging creatives from strategic growth markets to reimagine signature leather silhouettes, reinforcing Celine's commitment to craft, art, and exclusivity.



MISSION:
To produce high-quality, functional pieces that embody exceptional savoir-faire, with a focus on premium materials and refined tailoring.

VISION:
To empower individuality through refined, timeless style rooted in authentic Parisian spirit.

VALUES:
High-Quality Products, Integrity, Ethical Conduct and Exceptional Savoir-faire.

SWOT ANALYSIS

STRENGTHS

- High-Quality Products:** Focus on premium materials, refined tailoring, and impeccable attention to detail.
- Savoir-Faire:** Employing artisanal production methods that have been passed down through generations.
- Loyal Customer Base:** A dedicated clientele built through the years.
- Strong Brand Reputation:** Well-established prestige in the luxury market.
- Understated Presence:** The quiet presence has well-preserved its exclusivity that is craved by their target audience.

OPPORTUNITIES

- Improve Disclosure:** Clearly disclose responsible, ethical, and transparent practices to support brand claims.
- Better Online Experience:** Enhance the website for smoother shopping and improved customer experience.
- Sustainable Practices:** Implement sustainable practices across all levels of the brand over time.
- In-store Immersive Experience:** Host curated in-store consultations for loyal consumers to improve engagement without traditional advertising.

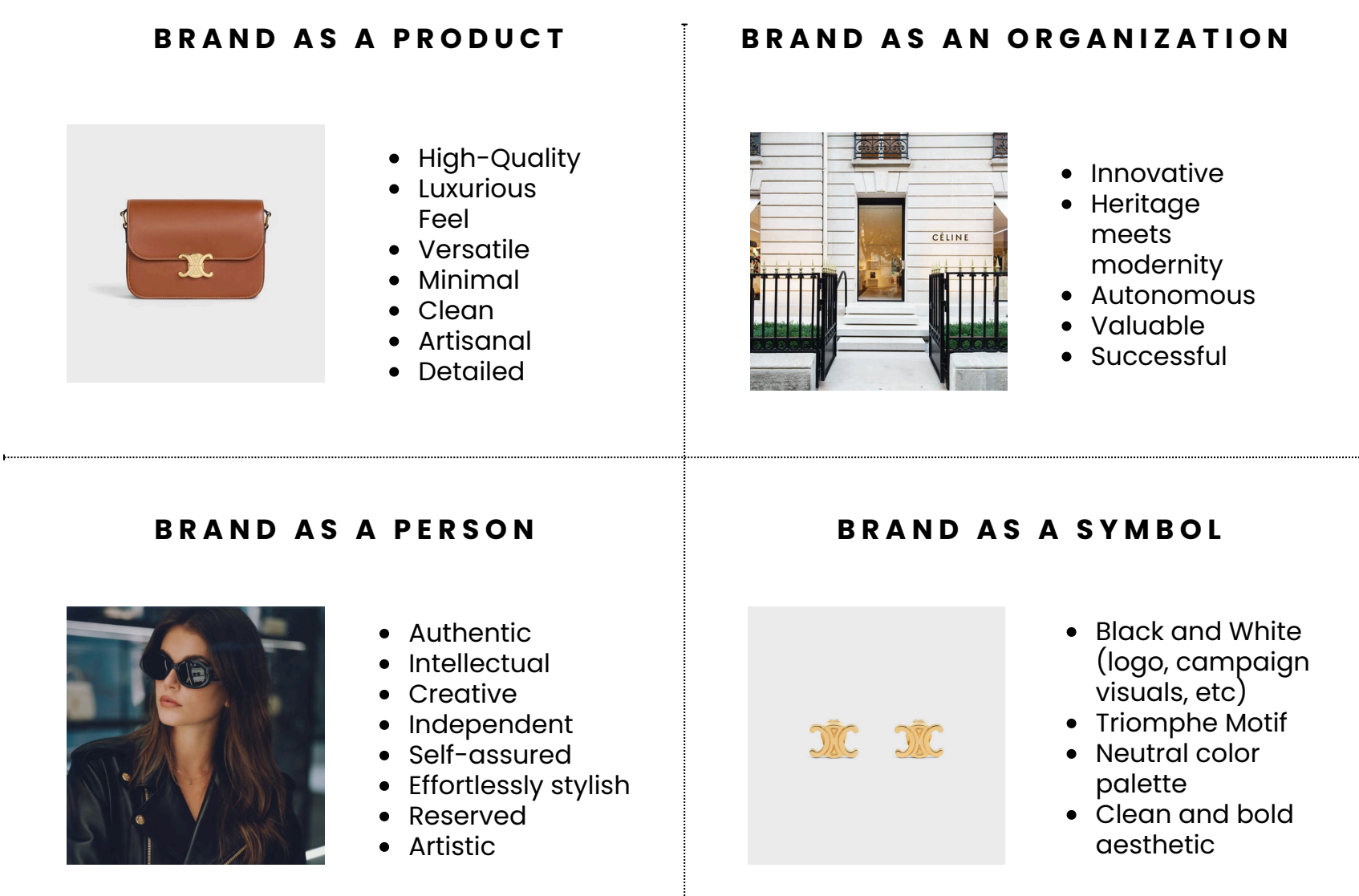
WEAKNESSES

- Website:** Not User-friendly and lacks storytelling, leading to poor online experience.
- Limited Transparency:** Limited clarity and verified information on the brand's ethical, responsible, and transparent practices.
- Narrow Product Range:** This restricts revenue diversification.

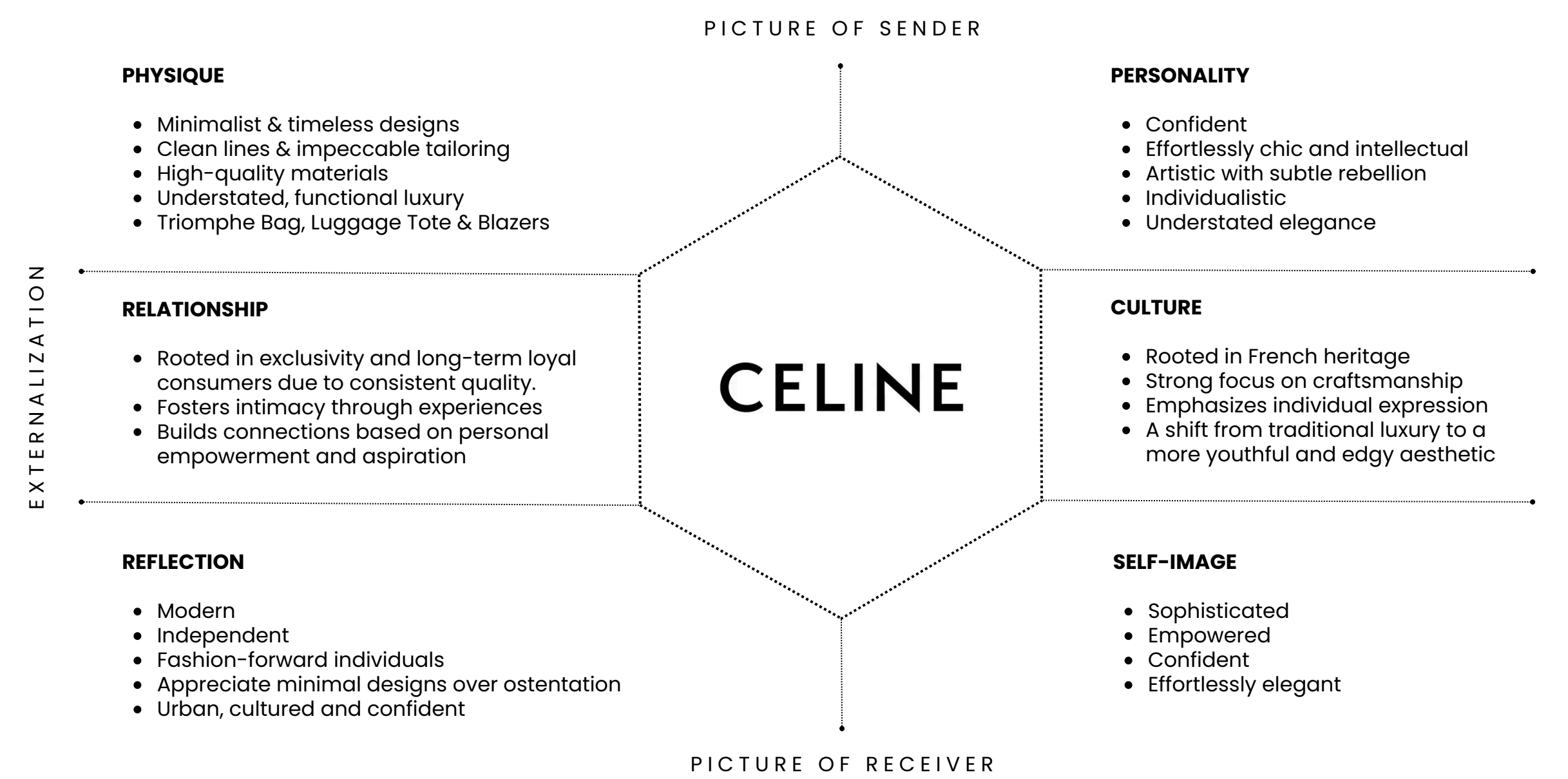
THREATS

- Sustainability concerns:** Rising pressure from younger consumers for eco-friendly practices and sustainable products.
- Increased Competition:** Intense competition from quiet luxury brands like The Row and Brunello Cucinelli.
- Economic Fluctuations:** Economic downturns across regions can affect consumer spending in the luxury segment.
- Credibility Concerns:** Limited verified information on ethical practices may cause emerging consumers to question the brand's credibility.

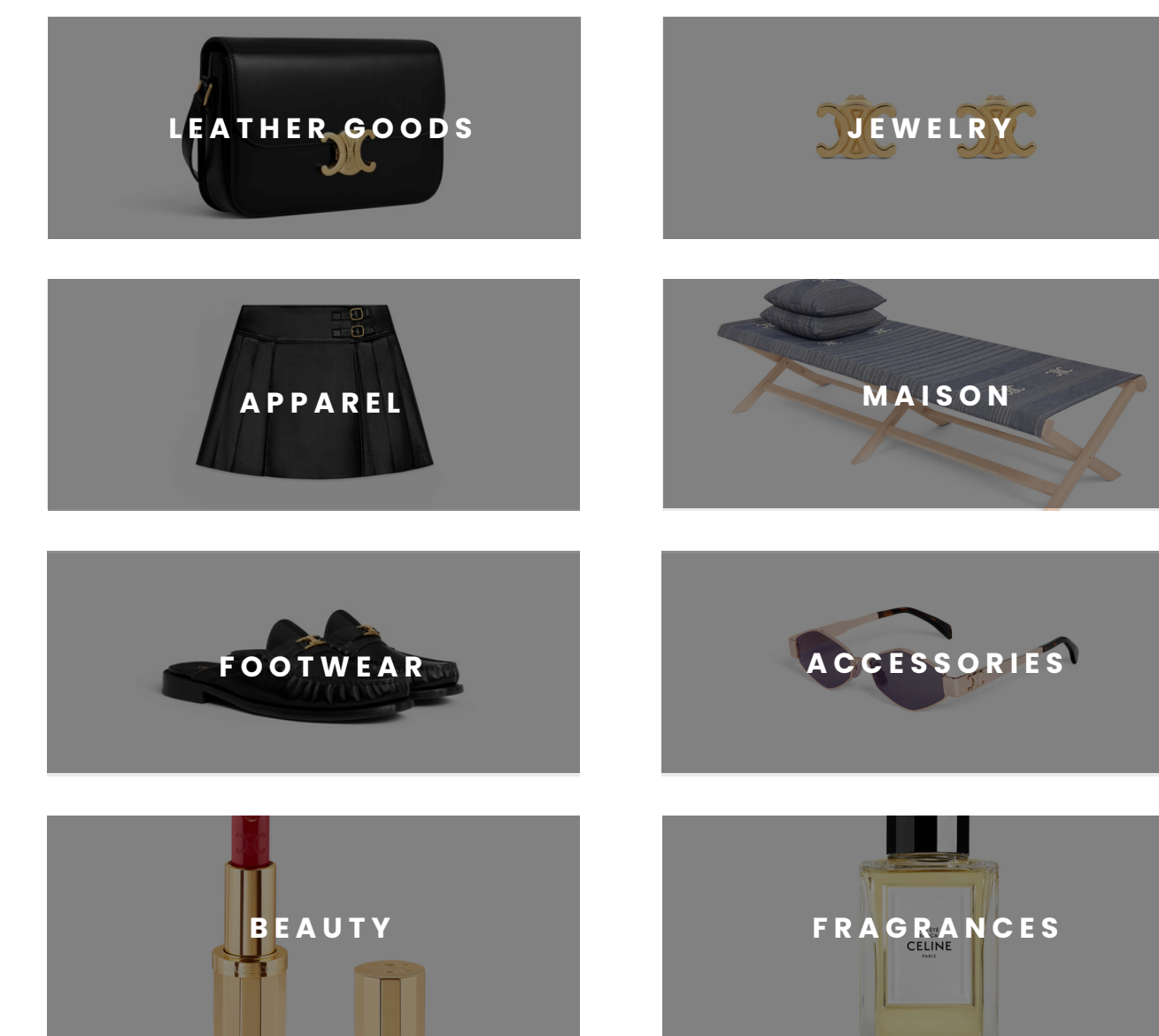
AAKER'S MATRIX



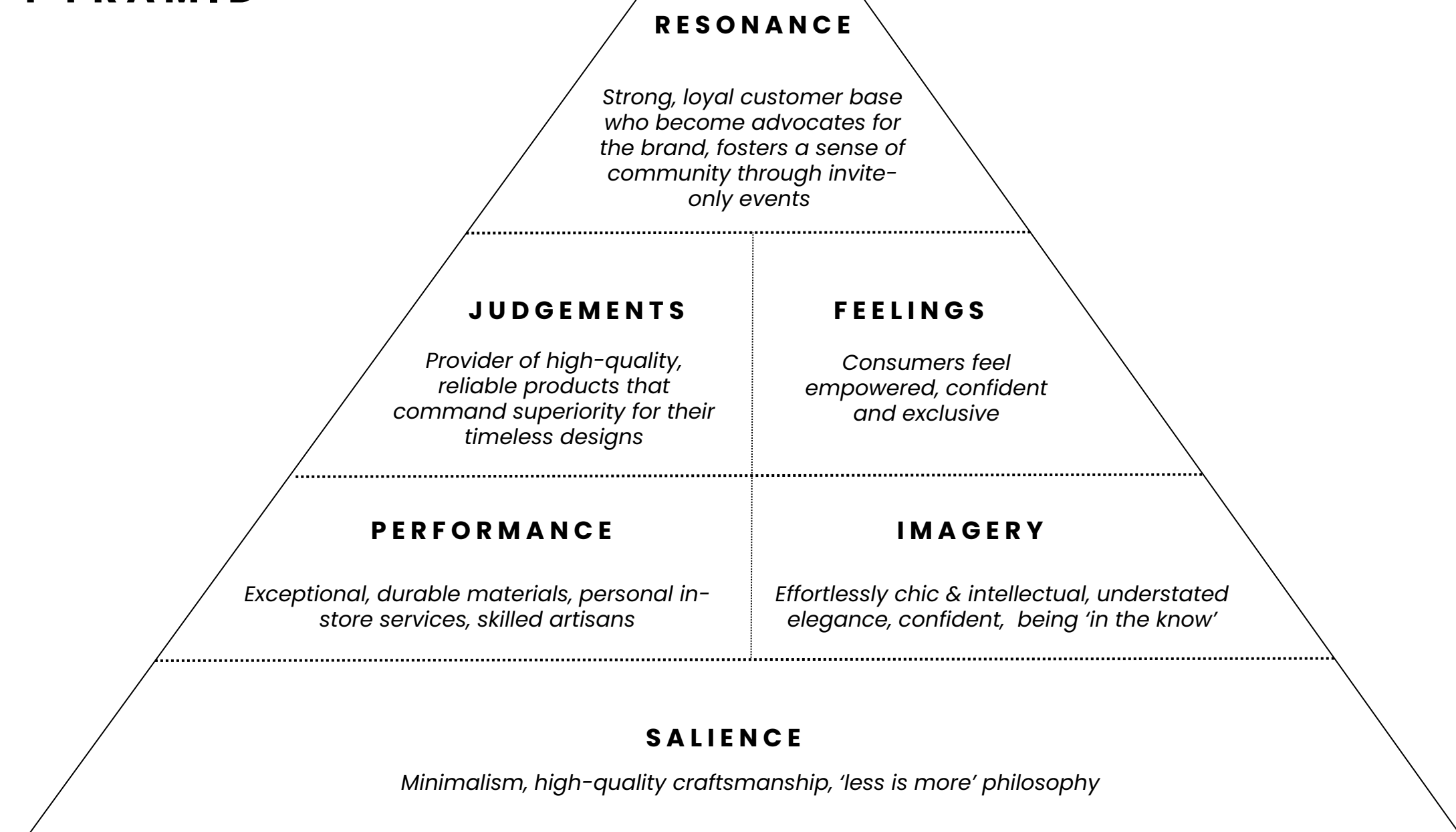
KAPFERER'S PRISM



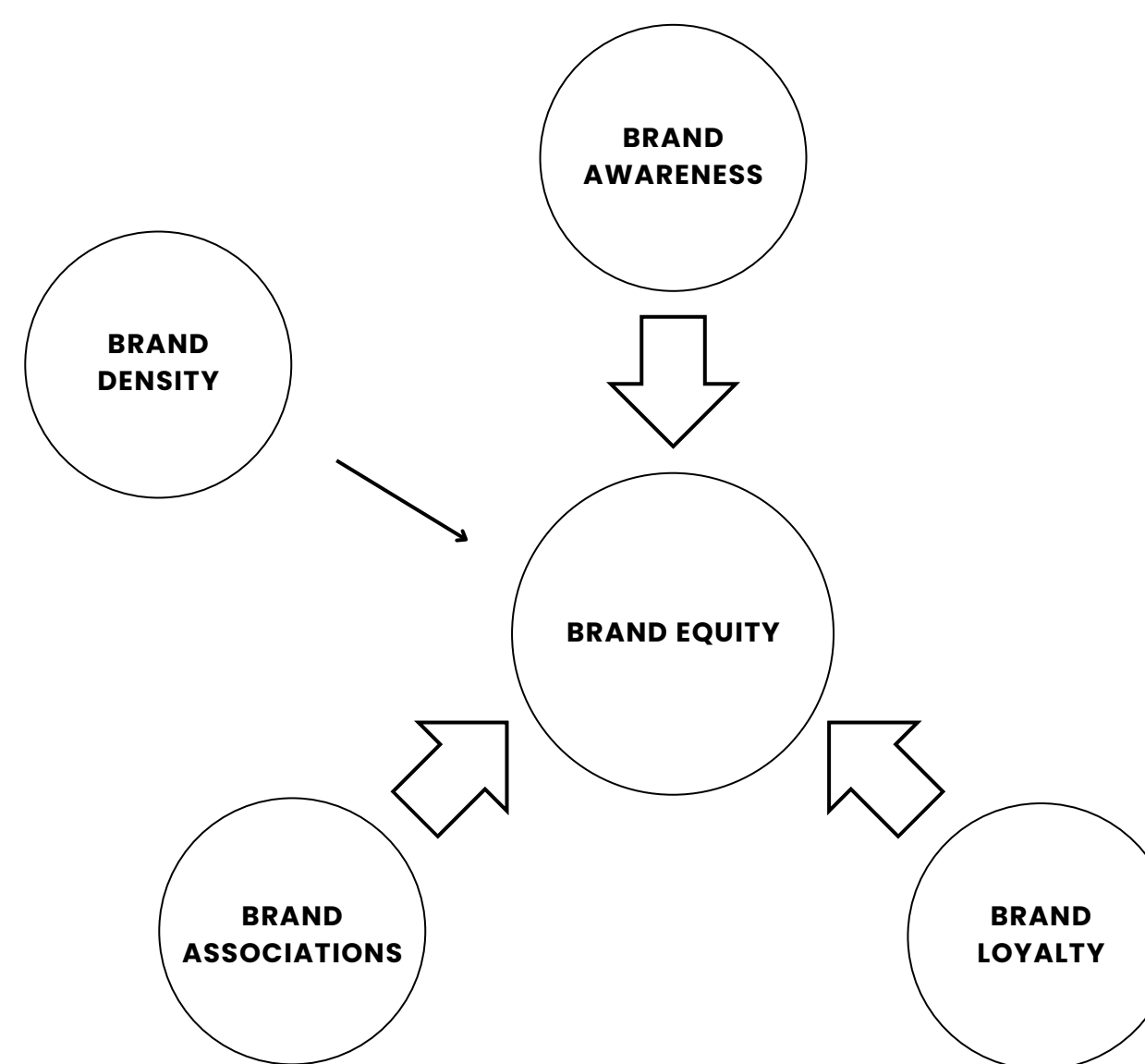
PRODUCT CATEGORIES



KELLER'S PYRAMID



BRAND EQUITY MODEL



BRAND AWARENESS

The strategy focuses on elevating Celine's brand awareness by spotlighting its iconic leather goods, with an emphasis on craftsmanship, distinctive design, and rich heritage. By consistently showcasing these core strengths, the brand reinforces its leadership in luxury leather and strengthens recognition and recall among discerning consumers.

BRAND ASSOCIATIONS

The strategy focuses on strengthening functional, emotional, and symbolic brand associations for Celine's leather goods by reinstating its core values of minimalism, French heritage, high-quality craftsmanship. It positions Celine leather as a symbol of discreet power, longevity, while enabling richer storytelling around legacy craftsmanship and premium material selection.

BRAND DENSITY

Over time, Celine's expansion into multiple product categories has diluted its brand density. To rebuild this density, the strategy involves reining back on underperforming, fragmented offerings and refocusing on leather goods, Celine's core category and foundation for long-term brand strength.

10-YEAR STRATEGY

STEP 1: WITHDRAW UNDERPERFORMING PRODUCT LINES



MITIGATING FUTURE LOSSES

Over the years, Celine has significantly expanded its product portfolio across multiple categories. However, this diversification has gradually diluted its resources and diverted focus from the brand's core products. By discontinuing underperforming products, Celine can re-focus on core product offerings and reduce losses from less profitable categories.



STRENGTHEN FOCUS ON LEATHER GOODS

Reallocation of human resources and budget for:

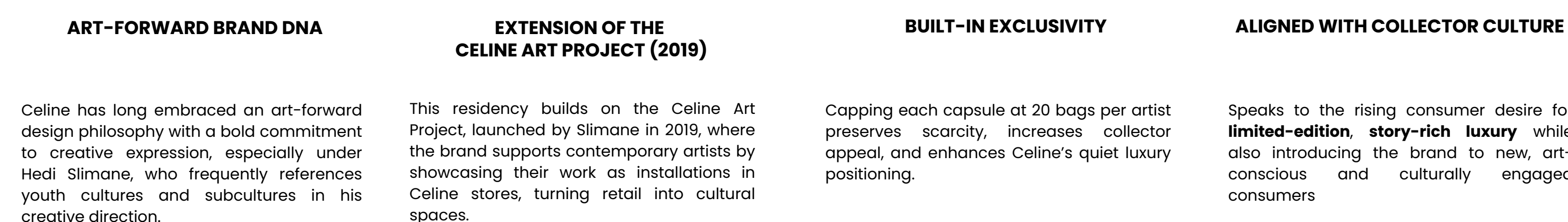
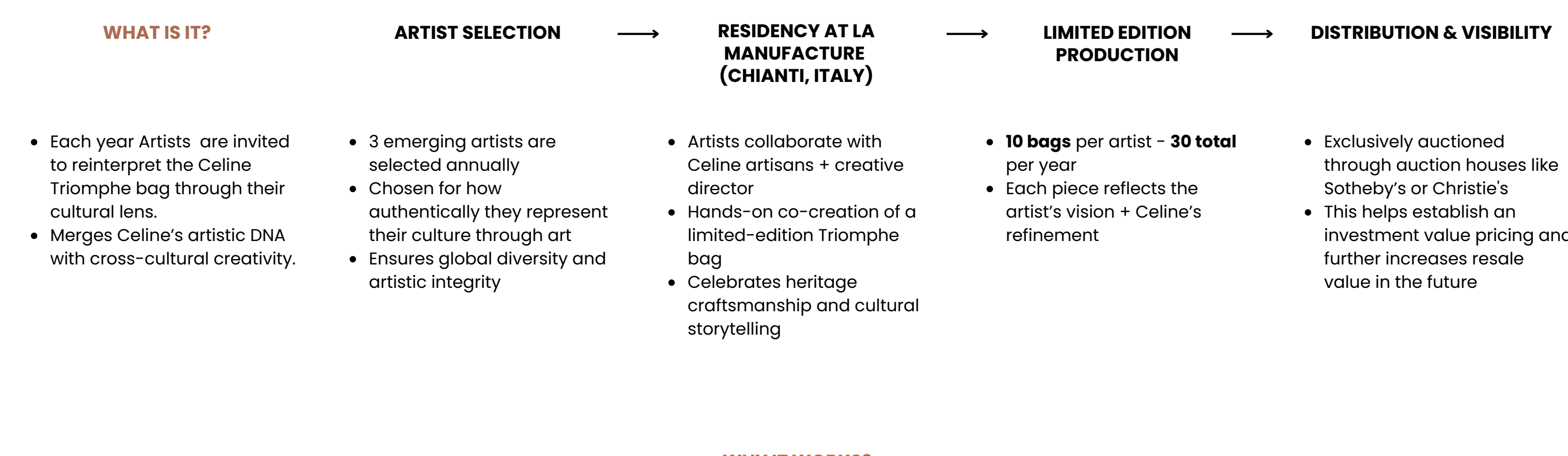
- Product Innovation
- Invest in training future artisans.
- Experiential Inclusivity.



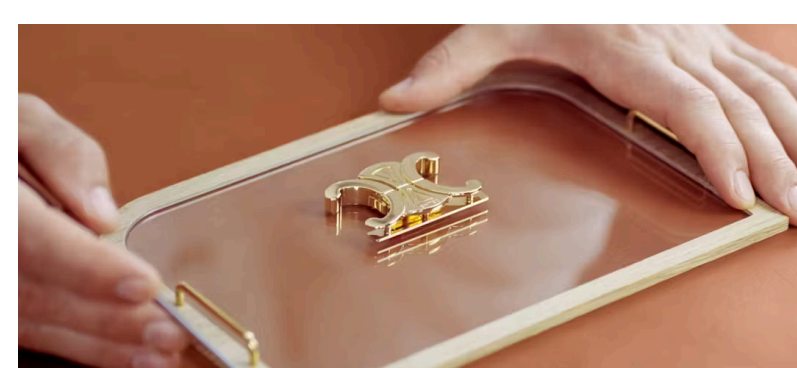
BUILDING BRAND DENSITY

- Untapped Potential:** Unleashing its true potential within core offerings rather than diluting it.
- Selective Awareness:** Building brand salience with the customers who matter most.
- Unpretentious Exclusivity:** A curated assortment signals confidence and clarity.

STEP 3: RÉSIDENCE TRIOMPHE

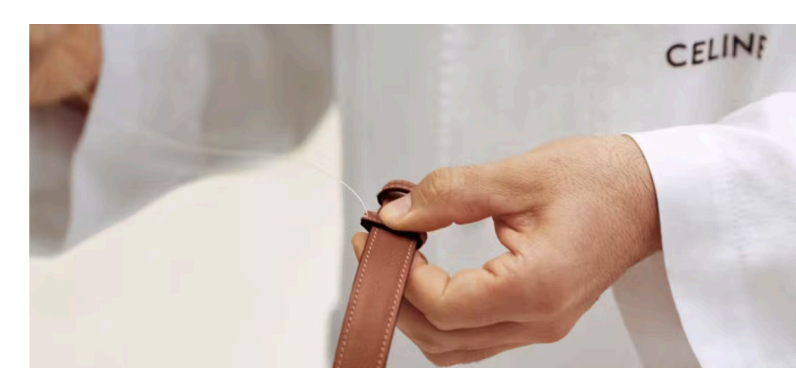


STEP 2: FOCUS ON CORE CATEGORY - LEATHER GOODS



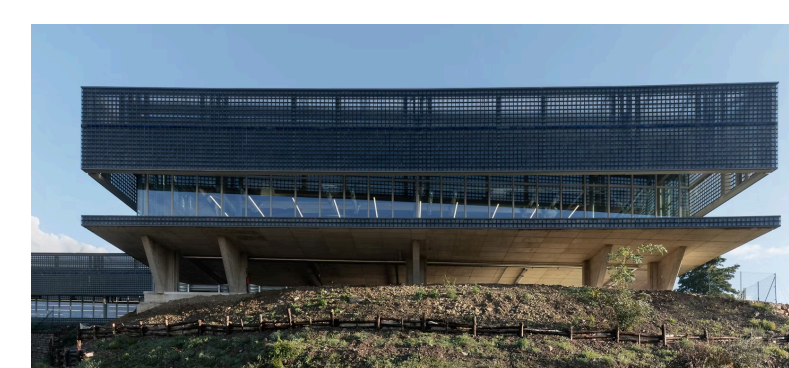
LES MAINS DE CELINE

- "The Hands of Celine"
- A built-in NFC tag brings each piece to life:
 - Tap to unlock its story, meet the artisan, view their journey, and watch them craft your item.
 - Authenticity, guaranteed; the chip verifies origin and prevents counterfeits.
 - A personal bond that turns luxury into meaningful ownership.
 - Care made simple with stored material, repair, and resale data, reinforcing Celine's commitment.
- Brand Associations**
- Functional:** Savoir-faire, craftsmanship
 - Emotional:** Human connection, pride of ownership



DESIGN AND PRODUCT INNOVATION

- Subtle Branding, Strong Identity
- Celine reduces overt logos, embracing refined brand cues:
 - Signature silhouettes anchor identity while allowing creative evolution.
 - Craftsmanship details enhance authenticity and luxury perception.
 - Monogram textures offer tactile, understated distinction.
- Brand Density**
- Celine builds **selective awareness**—a brand known by its codes, not its logos. For the discerning, design speaks louder than labels.



EXPERIENTIAL INCLUSIVITY

- Launch a leather goods experience at Celine's La Manufacture in Chianti, Italy.
 - Open this facility to select visitors, offering an inside look at the craftsmanship behind the products.
 - Invite guests through Celine's curated mailing list and VIP customer network.
 - It builds a personal connection with the consumers.
- Brand Association**
- Functional associations:** Superior Craftsmanship and High-quality production.
 - Emotional associations:** Builds trust through transparency.

CULTURAL INCLUSIVITY

- Collaborating with globally diverse artists would enrich Celine's brand imagery while fostering cultural inclusivity, positioning the brand as a sophisticated and globally relevant tastemaker.
- Purpose:** A substantial amount of the profit from the auction will be invested in the 'Vers l'Art' fund that supports artists across regions by building art galleries and museums.

HOW DOES IT AUGMENT CELINE'S EQUITY?

- Brand Awareness:**
 - Recognition:** These collaborations strengthen brand recognition in the artists' home regions and allow Celine to tap into their existing audiences.
 - Recall:** By organizing these collaborations annually, Celine consistently engages its audience, strengthening brand recall over time.
- Brand Associations:**
 - Symbolic associations:** Artistic and culturally inclusive.

EXAMPLES OF POTENTIAL DESIGNS



AI generated image by ChatGPT
CELINE TRIOMPHE BAG IN COLLABORATION WITH CHRISTINA QUARLES



AI generated image by ChatGPT
CELINE TRIOMPHE BAG IN COLLABORATION WITH MANISH NAI