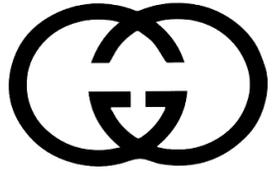


GUCCI

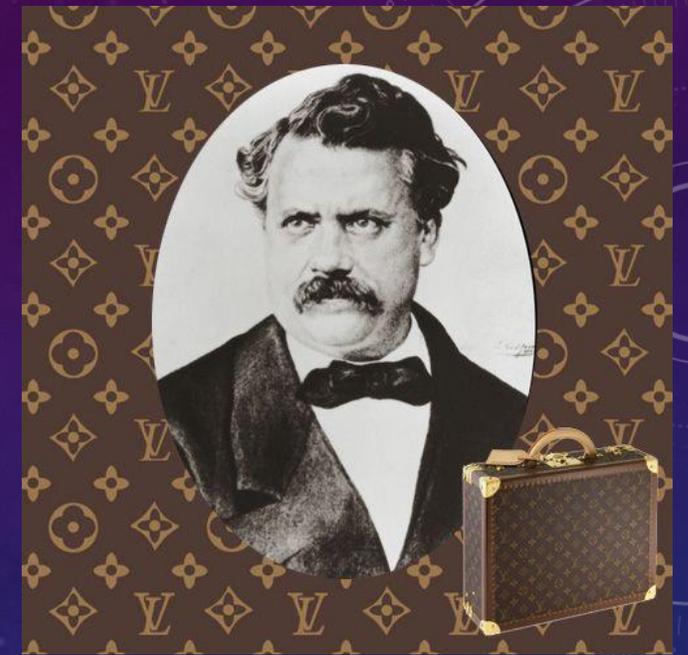


LOUIS VUITTON

GUCCI VS LOUIS VUITTON

BHOVIK JAIN

HISTORY



Gucci is an Italian designer brand whilst Louis Vuitton is a French designer brand. Gucci was founded in Florence, Italy in 1921 by Guccio Gucci. Louis Vuitton was founded in Paris, France in 1854 by Louis Vuitton.

Guccio was born on 26 March, 1881. He was an Italian Business man and a fashion designer. Louis was born on 4 August 1821 he was also a business man and a fashion designer.

PRODUCTS



Both Louis Vuitton and Gucci sell products such as leather goods and accessories, clothing, shoes, fragrances, make up and jewellery. Both these designer brands started of as leather goods brands but with an increase of popularity over the years they introduced new products to their line.



QUALITY AND PRICING

Gucci bags are of fine quality and use high quality leather and fabrics to make their products however Louis Vuitton typically has better quality. They tend to focus more on little things like stitching and leather quality making them better quality. Gucci is also more for streetwear whilst LV is a more for formal wear. Louis Vuitton is also generally priced higher than Gucci simply because of the effort they put into minimal detail.

REVENUE AND BRAND VALUE

In 2019 Louis Vuitton recorded a revenue of 53.7 billion euros compared to Gucci's revenue of 9.3 billion euros in 2019. Currently Gucci has a brand value of 15.9 billion USD but they are still trailing Louis Vuitton's value of a whopping 32.2 billion USD.

AMBASSADORS



Gucci has a various number of ambassadors for their brand with one of them being Harry Styles. Korea also got their first Gucci global ambassador, EXO`s Kai is the first Korean ambassador for Gucci. He is a K-pop artist. Louis Vuitton`s latest ambassador is actress Emma Stone.



STORES



In 2019 there were a total of 487 running Gucci stores across the world. Louis Vuitton had 460 running stores in 2019. In Melbourne there are 3 Louis Vuitton stores located in Crown, Collins Street and Chadstone Shopping Centre. There are also 2 Gucci stores located in Chadstone Shopping centre and Collins Street.



MANUFACTURING

Gucci claims that all their products are made 100% in Italy with the exception of watches which are made in Switzerland. Louis Vuitton manufactures most of their products across Italy, France and Switzerland.