



MEN'S LUXURY FOOTWEAR

S/S 2023/2024 HINDSIGHT &
FUTURE TRENDS REPORT

ADDISON MACKENZIE



KEY TAKE AWAYS

1. Italian Heritage brands are taking over men's luxury footwear with superb craftsmanship
2. Versatility takes over trends featuring classic colors
3. Inflation strikes hard, causing brands to reduce assortment and raise prices
4. Brands need to reflect on representation and must reintroduce themselves to reconnect with the consumer

Market Share for Men's Luxury Footwear

GLOBAL LUXURY
FOOTWEAR
MARKET VALUE IN
2024: **413 BILLION**

ESTIMATED
INCREASE: 13.71%
BY 2028,
REACHING **685
BILLION**

S/S SALES IN THE
U.S. AVERAGE
3 BILLION
PER MONTH



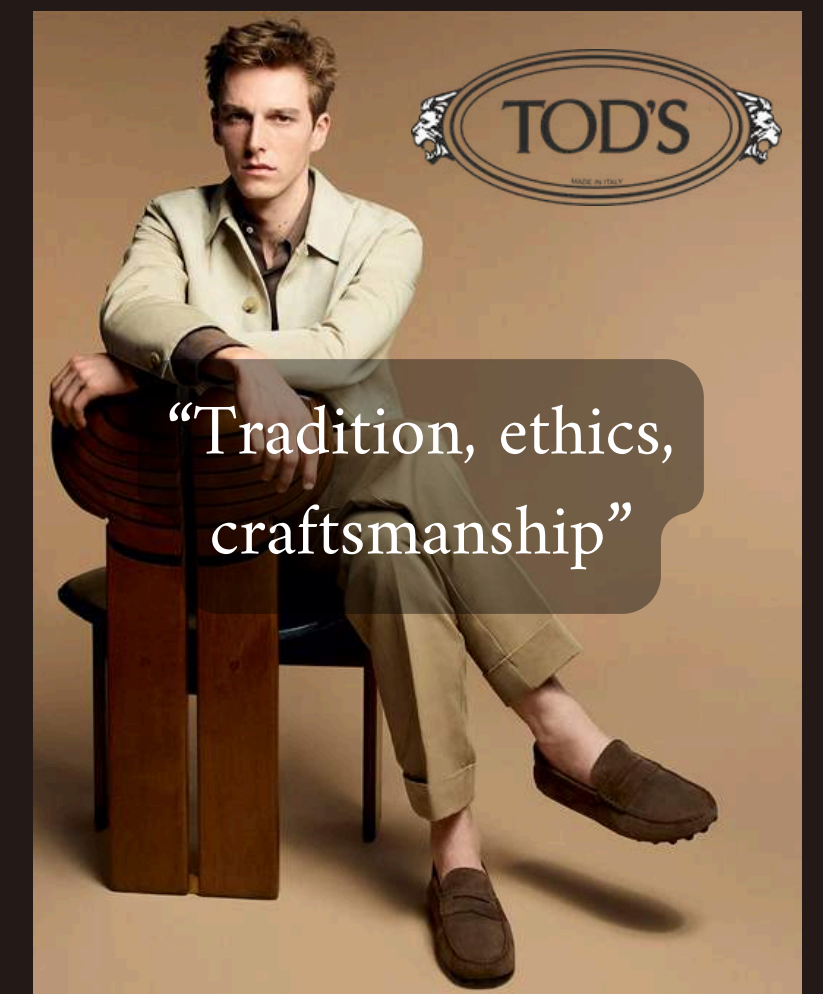
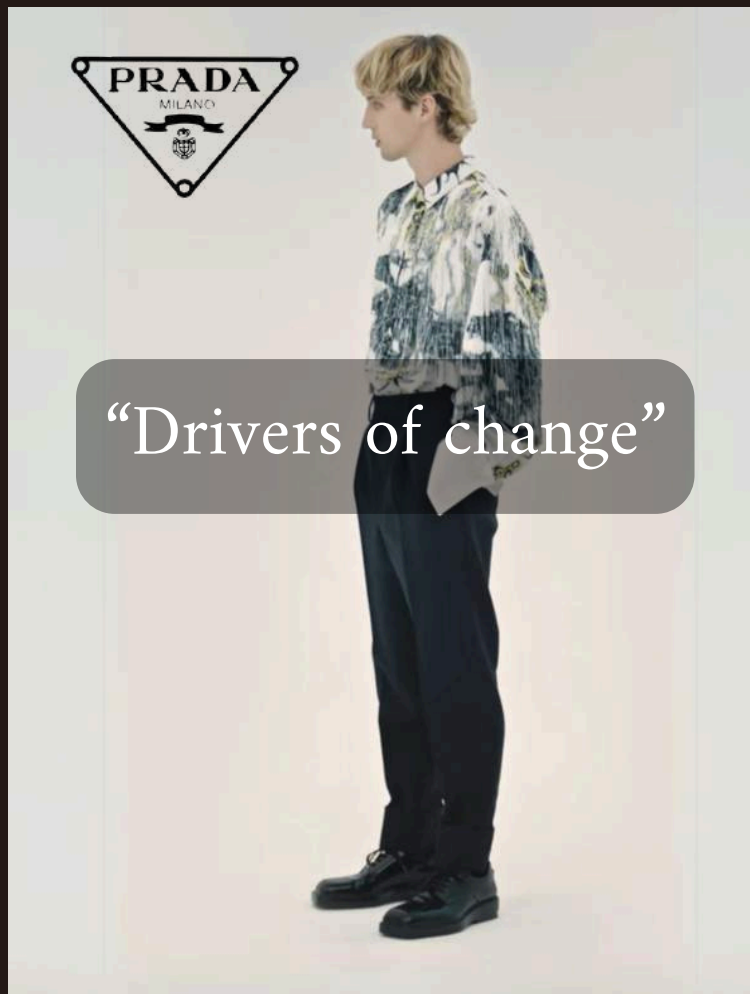
CONSUMER:
AFFLUENT
MEN (GEN X
TO GEN Z)
WHO ARE
**TREND
FOCUSED**

KEY TRENDS:
LOAFERS, WORK
WEAR, GENDER
DECONSTRUCTION

KEY BRANDS:
CHURCH'S, GUCCI,
LOUIS VUITTON,
DOLCE &
GABBANA

KEY RETAILERS:
NORDSTROM,
HERODS, SAKS

Leading Luxury Brands



Respective Brand Sites

CRAFTSMANSHIP IS AT THE FORFRONT

LOAFERS



BALERINA



DERBY



ESPADRILLE



BROWNS



BLUES



BLACK



NEUTRALS



LEATHER



VELVET



RUBBER



COTTON



#DAYTONIGHT



#TRAVELFRIENDLY



#ELEVATEDUTLITY



#STATEMENTMULES



BEADING



LACING



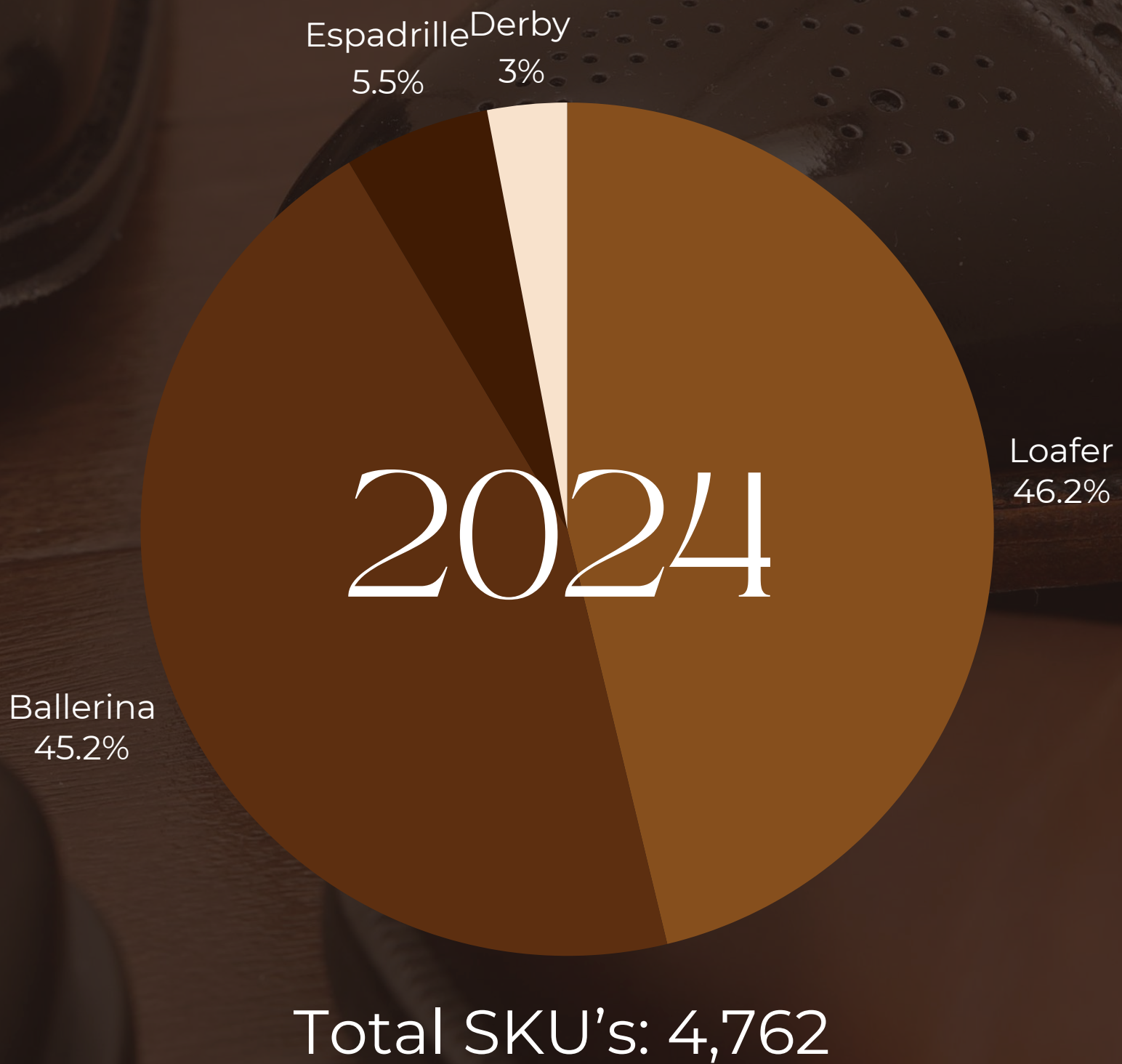
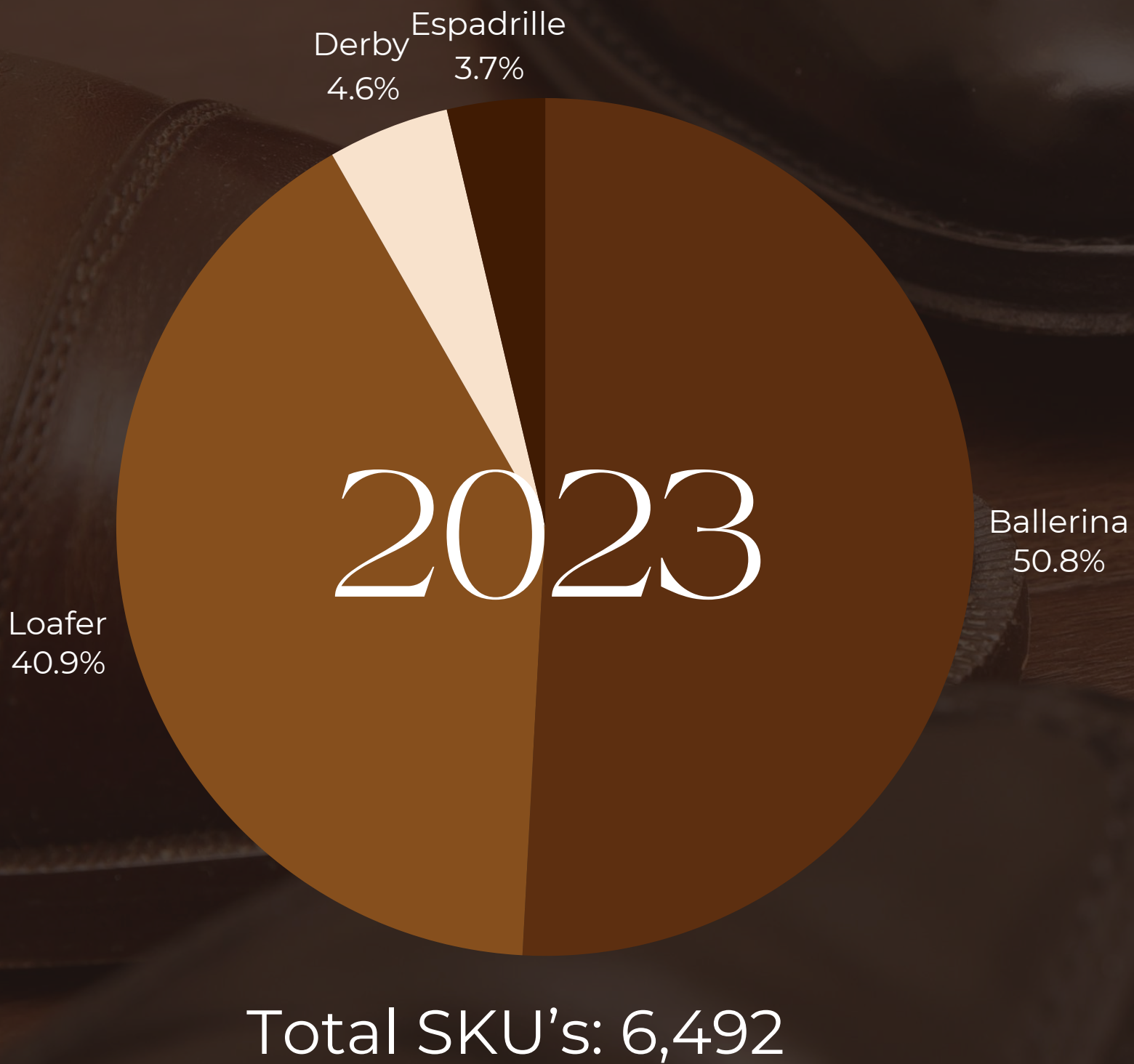
TOOLING



STITCHING

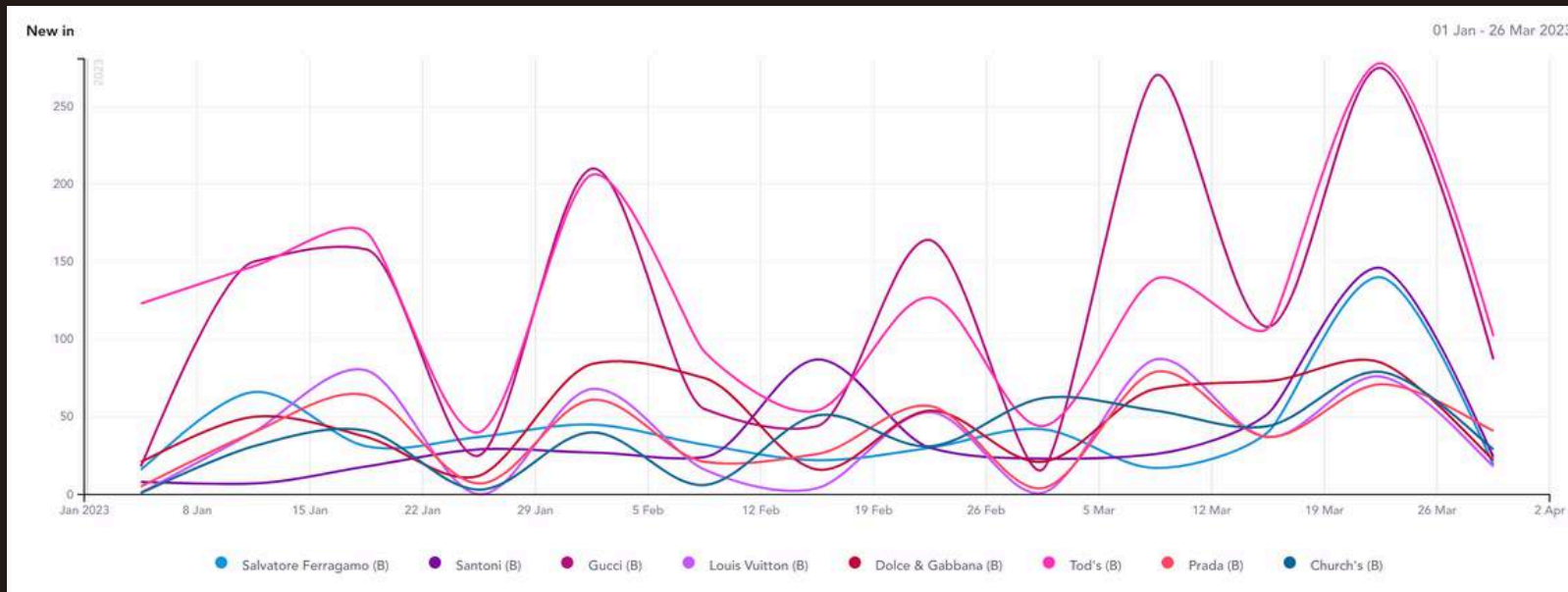


AGRAGATE PRODUCTS DECREASED BY 27%



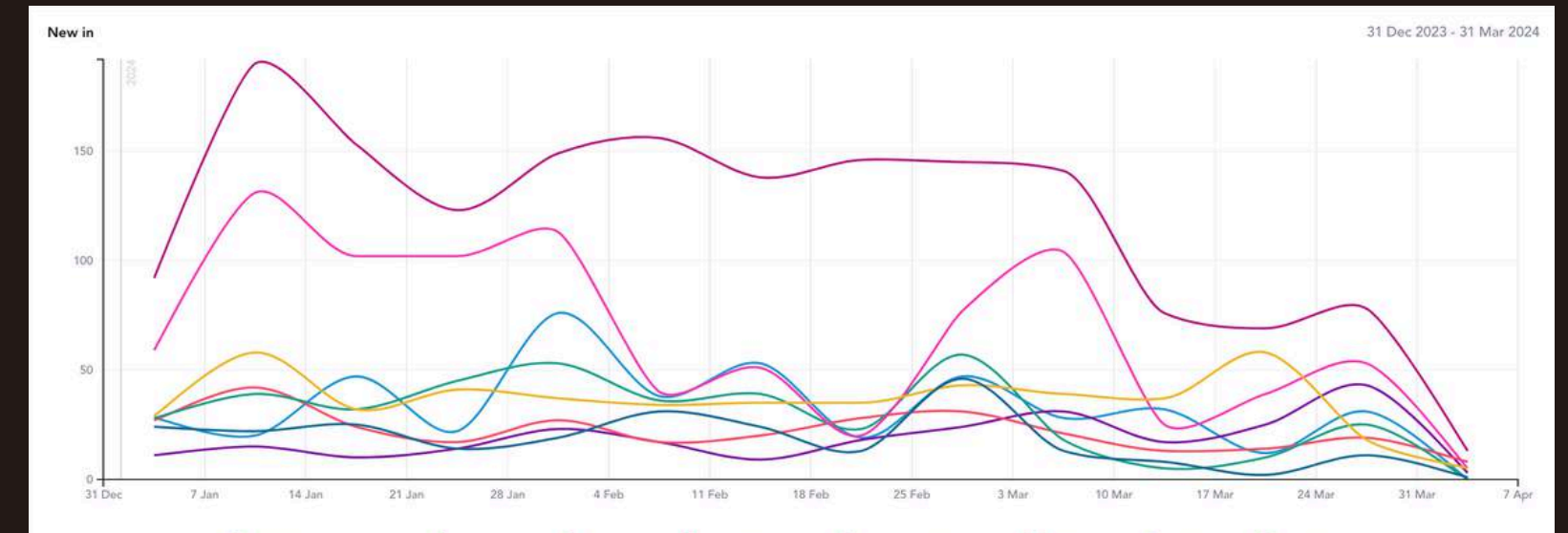
24% LESS PRODUCTS DROPPED PER WEEK

January 1, 2023 - March 31, 2023



- An average 373 products are released on a quick consistent biweekly basis
- St. Patrick's Day and Easter spike massive product drop

January 1, 2024 - March 31, 2024



- An average 282 products are dropped per week
- Slower, draining release of products
- Products are released more consistently than last year

BRANDS ARE FLOWING WITH THEIR CONSUMERS,
LEARNING TO PRODUCE LESS WHEN CONSUMERS
HAVE LESS

FAILURES IN DESIRABILITY INCREASE WITH LOW ENTHUSIASM FROM CONSUMERS

Highest sell out 10%

FERRAGAMO

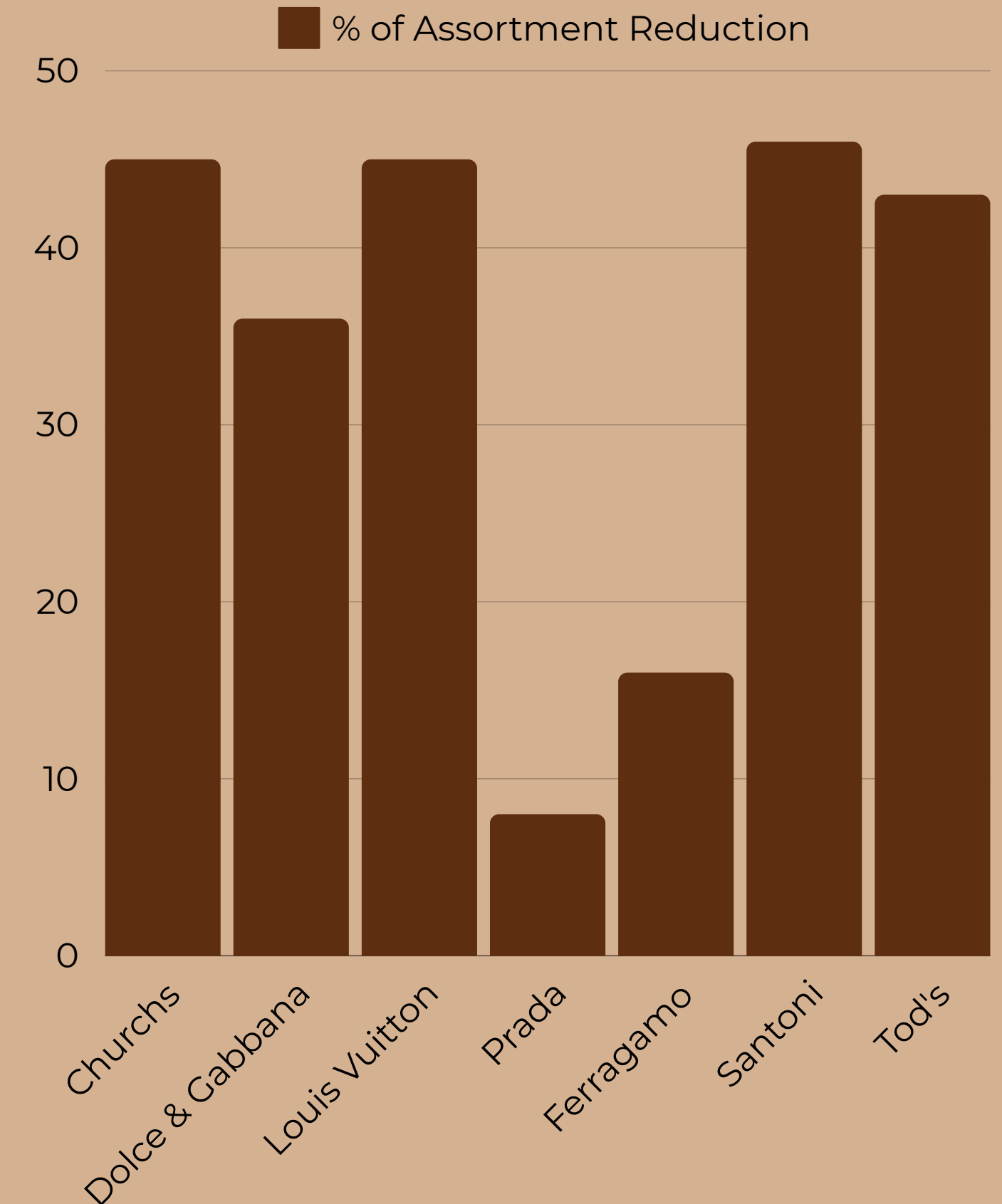
Highest Replenishment 12%

Santoni

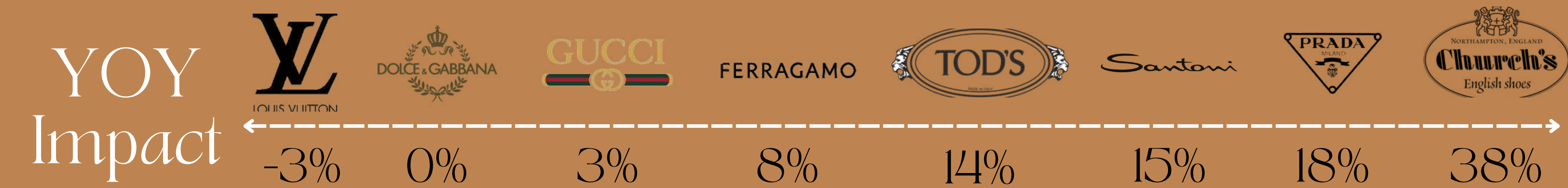
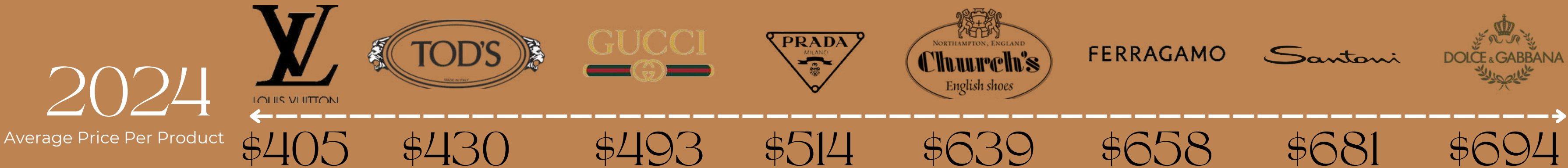
Amount of Product Discounted +50%



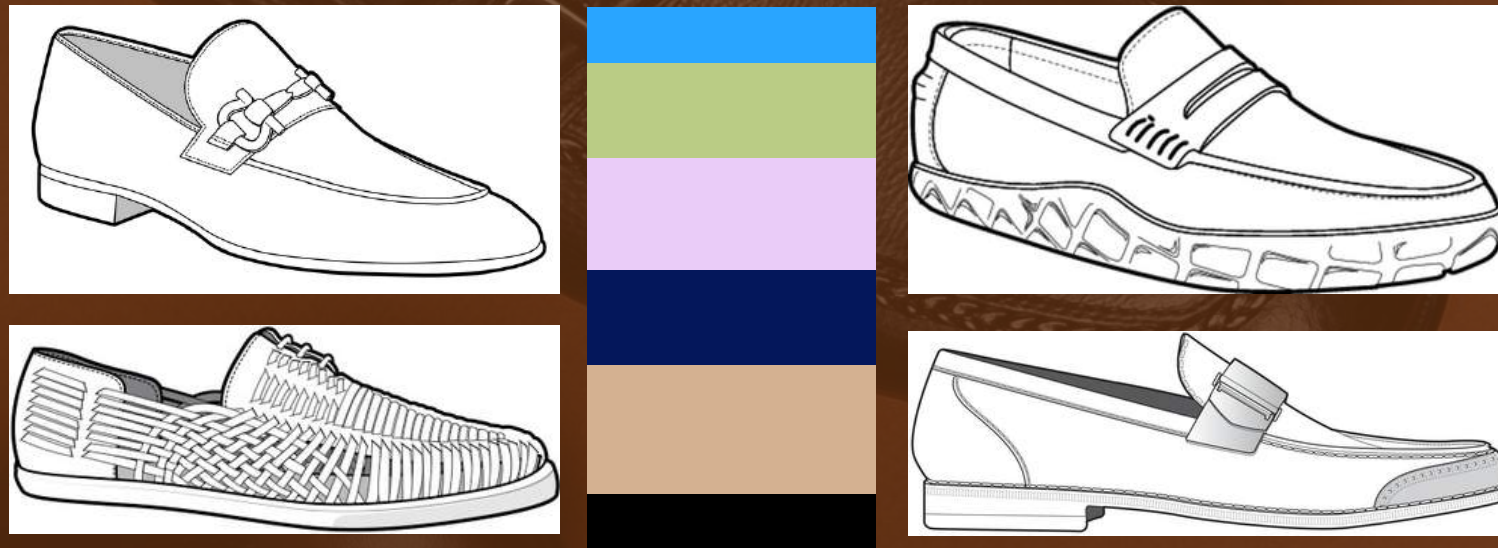
Increased presence in outlet retailers



PRICE SLASHING AND REPUTATION BASHING



PRODUCTS



Youthful styles in trending colors in service of creating a new era in luxury fashion catered to sustainable, ethical, and adventures consumers

Images: WGSN

MARKETING



Reintroduction of brands to Gen Z and Millennials with emphasis on Family, Care, Craft, and Time

ADVERTISING



Brand pop ups to have real people telling real brand stories about the meticulous care put into the details of the products

SUMMARY

- Exciting versatile shoes to sire in a new era of luxury fashion at a heightened pricepoint
- Inspire and excite consumers with invokative story telling focused on familial warmth to bridge a connection with new generations
- Highly exclusive product drop with widespread popups to reclaim the exclusive narrative

Thank you



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APPENDIX - TRENDS

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APPENDIX - MARKET

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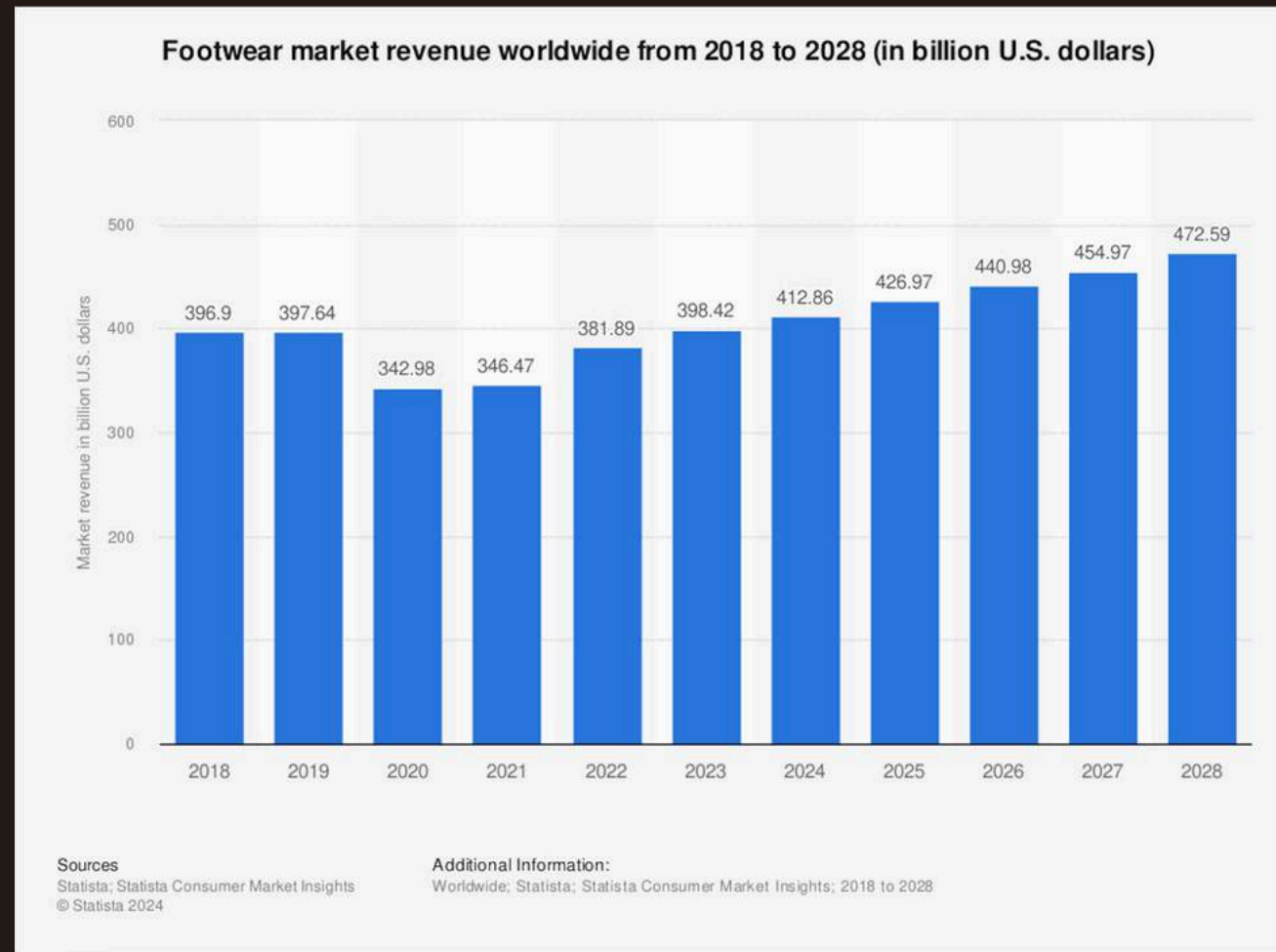
APPENDIX - BRANDS

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APPENDIX - MARKET



This graph from Statista demonstrates the scale of the footwear industry from past to present, and estimates a steady incline for the years to come. This shows us the potential of investing in a growing market as revenue increased from 398 billion in 2023 to 413 billion in 2024.

Monthly retail sales of shoe stores in the United States from January 2017 to June 2023 (in million U.S. dollars)

Footwear store monthly sales U.S. from 2017 to 2023



16 Description: This statistic shows a trend in monthly retail sales of shoe stores in the United States from January 2017 to June 2023. In June 2023, footwear store sales amounted to about three billion U.S. dollars, a slight decrease on the previous month. In December 2022, retail sales in shoe stores amounted to approximately 4.5 billion U.S. dollars, the highest total over the displayed time period. [Read more](#)

Notes: United States; January 2017 to June 2023

Source(s): US Census Bureau

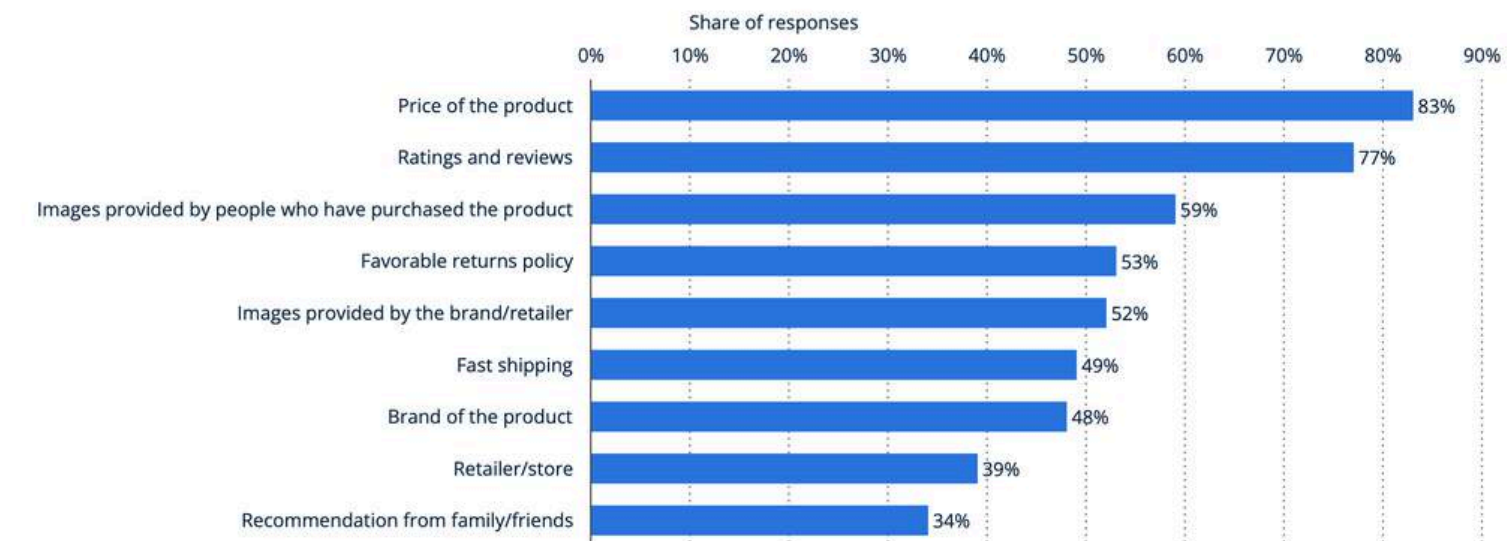
statista

This graph from Statista shows the monthly revenue earned from footwear sales, specifically in the retail space. Knowing the industry as a whole earns 413 billion a year, we can see that about 48 billion is earned in the retail space. With this knowledge, brands can determine if 11.6% of the profits are worth further investment. We also acknowledge that the key avenues for revenue have yet to be determined beyond this graph.

APPENDIX - CONSUMER

What apparel and footwear shoppers in the United States look for when deciding whether to purchase an apparel product in 2023

Factors in U.S. apparel shoppers purchase decisions in 2023



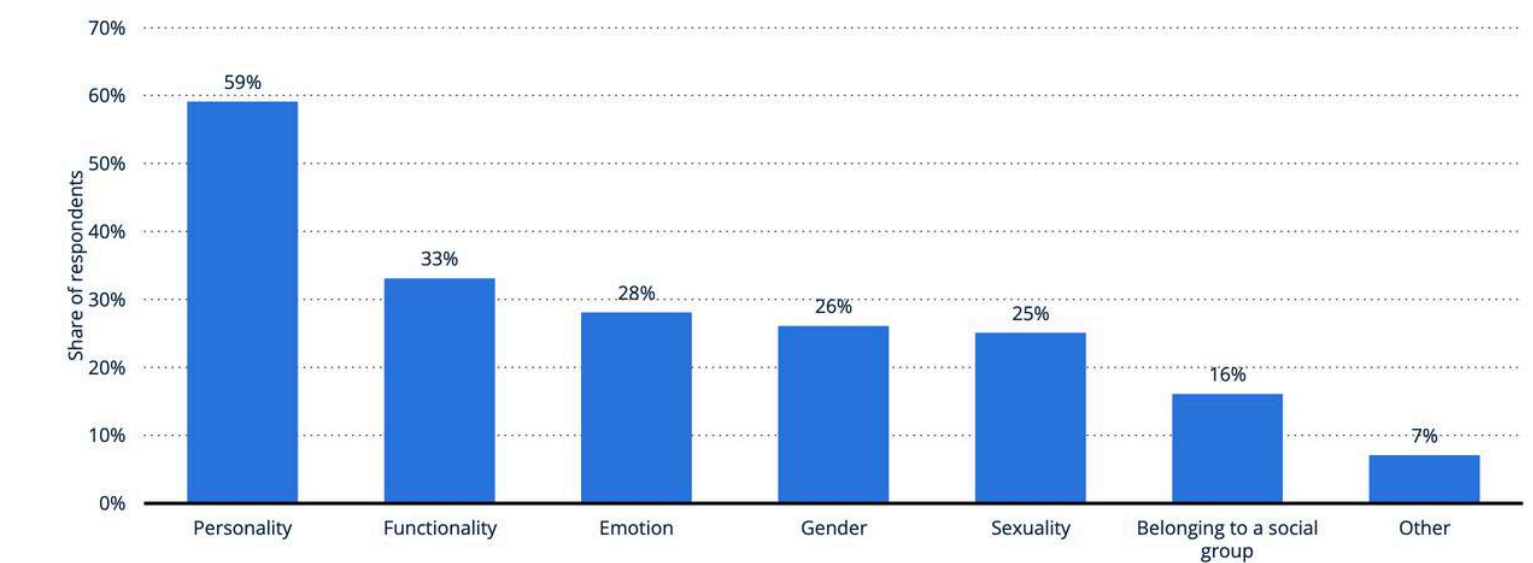
23 Description: The most important thing that apparel shoppers in the United States look for when purchasing clothing and footwear is the price of the product, according to a 2023 survey. This was followed by ratings and reviews and then, with a considerably lower share of responses, images provided by people who had previously purchased the product. [Read more](#)
Notes: United States; June 2023; 25,452 respondents
Source(s): PowerReviews

statista

This graph from Statista shows us what priorities our consumers have when making a purchase. This helps brands identify specific ways to become more appealing to consumers. 83% of consumers consider the price first when debating whether or not to check out, indicating to brands that if they are struggling amongst other competitors, they should first look to see if they can lower the price. Ratings and reviews are the second most considered at 77% giving reason as to why some brands have started incentivizing their consumers to leave more reviews to earn points or receive coupons for future purchases.

Most important means of expression fashion consumers wish to convey through their clothing in the United States in 2022

Consumers' main means of expression through fashion in the U.S. in 2022



24 Description: According to a survey conducted in summer 2022, the main means of expression fashion consumers in the U.S. wished to convey through their clothing was their personality. 28 percent of fashion shoppers looked to convey their emotions through the way they dressed. [Read more](#)
Notes: United States; May to August 2022; Approx. 1,000; 18 to 75; U.S. fashion shoppers
Source(s): Dynata; Klarna

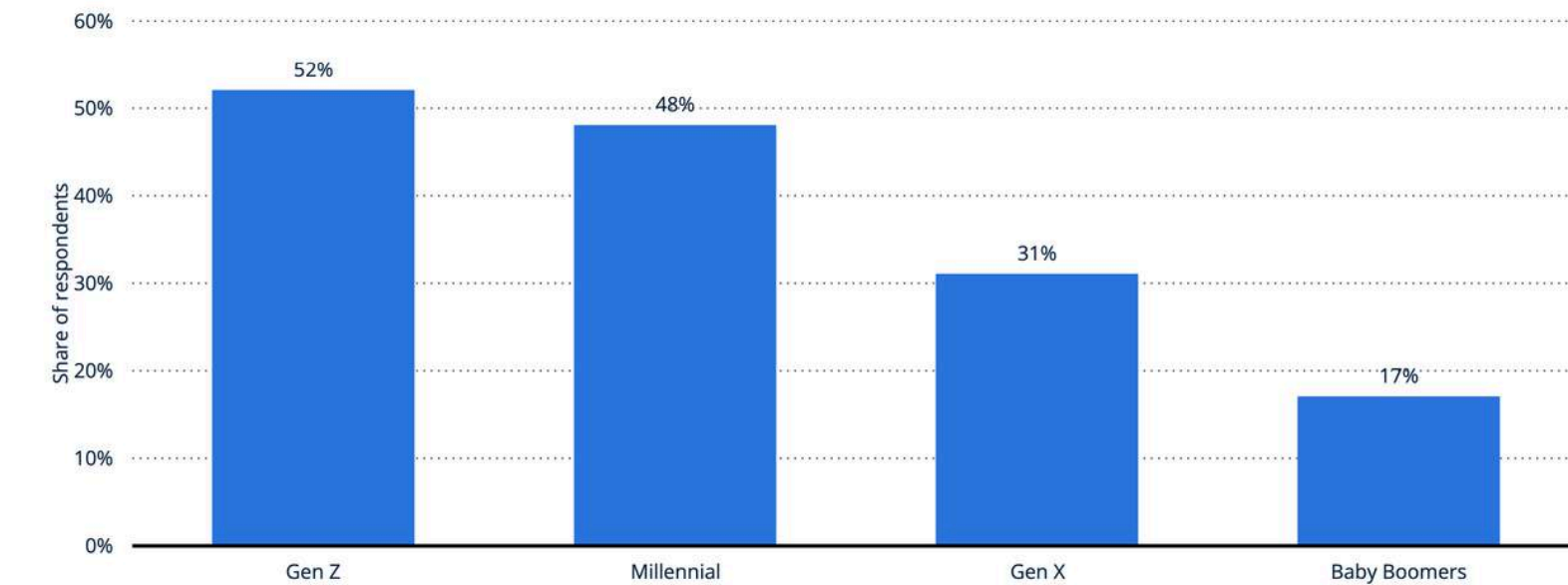
statista

This graph from Statista helps us understand how best to appeal to consumers in product presentation (marketing and visual merchandising). 59% of consumers dress to better convey their personality through their clothing. This suggests trend-tracking popular aesthetics and symbols of identity to incorporate into future designs. 33% look for functionality, showing that clothing mechanics should be pointed out in in-store signage and try-on videos. This information manufactures statements like, "Look at this *cute* dress--it has *pockets!!*" meaning consumers are looking to find excitement and reassurance in what they're buying.

APPENDIX - CONSUMER

Share of consumers who have already purchased a fashion item outside their gender identity in the United States as of 2022, by generation

U.S. consumers who bought clothing outside their gender identity 2022, by generation



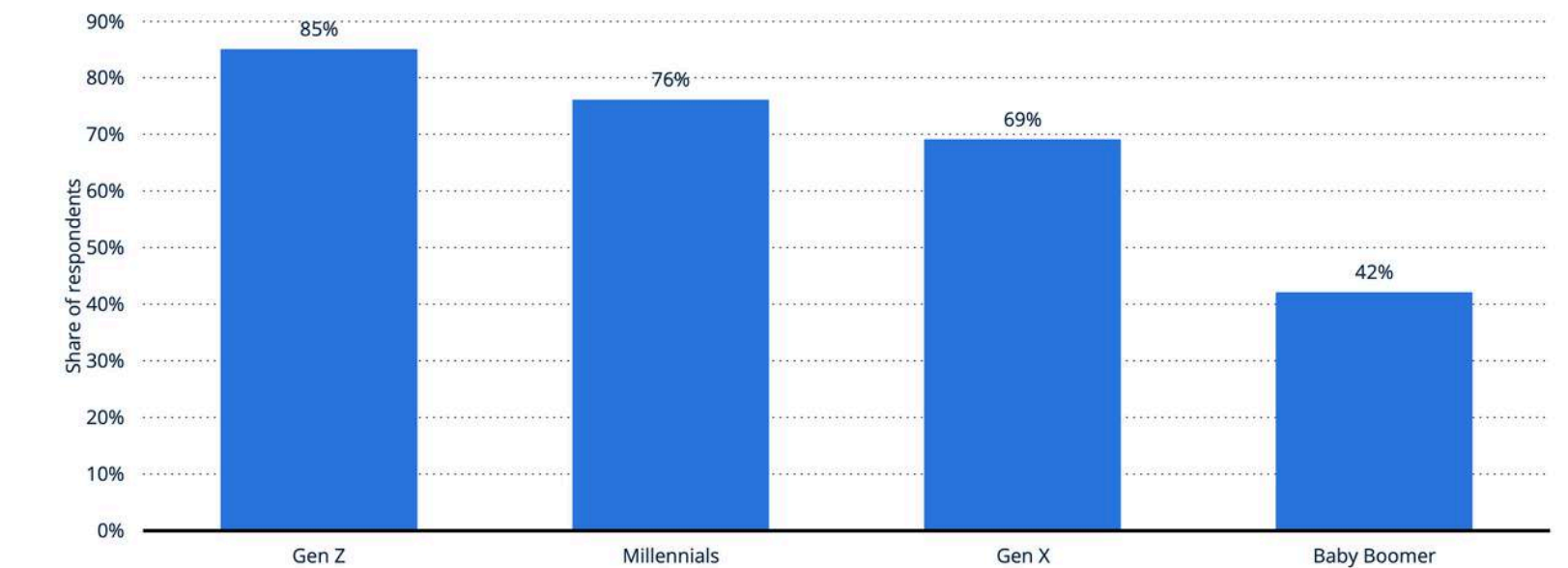
31 Description: According to a survey in summer 2022, Generation Z consumers in the United States were the most likely to have purchased a fashion item outside their gender identity. Millennials were the second most likely, with just under half of respondents having bought such fashion items. [Read more](#)
Note(s): United States; May to August 2022; 12,197 respondents; 18 to 75
Source(s): Dynata; Klarna

statista

In this graph, Statista points out the gradual dissociation with gender norms by generations. 52% of Gen Z are not only willing but have purchased a fashion item outside of their gender identity, showing that the younger the generation, the less catering towards masculinity for the industry matters. This gives brands the opportunity to reframe brand messaging to be more competitive. Seven of our top eight brands, are founded in Italy, but sell majority of their products in the US, a country that views gender roles differently (Perrotte, Thesis). This implies a need for awareness of how their consumer will interact with their core values and whether they want to embrace their consumers' beliefs or take upon reforming them.

Share of consumers in the United States thinking of shopping for gender neutral fashion more in the future in 2022, by generation

U.S. consumers considering buying more gender-fluid clothing in 2022, by generation



32 Description: According to a survey of U.S. consumers in summer 2022, the younger the generation, the more likely they were to think about buying more gender neutral fashion. 85 percent of respondents from Generation Z said they were thinking about buying more gender-fluid apparel. [Read more](#)
Note(s): United States; May to August 2022; Approx. 1,000; 18 to 75
Source(s): Dynata; Klarna

statista

This graph from Statista shows us where consumer attitudes may be shifting in regards to how they view products. Visual merchants often explain that there are differences between how they set up the men's section versus the women's; however, with 85% of Gen Z thinking about gender neutral fashion, there is a possibility that there should be less of a gap between those sections. When discussing footwear, we can also take this thinking into an account for design--embracing styles that lace together both masculine and feminine attributes or crafting something that goes beyond tradition.

APPENDIX -
CATEGORIES

Janurary 1, 2023 - March 31, 2023

	Church's (B)	Dolce & Gabbana (B)	Gucci (B)	Louis Vuitton (B)	Prada (B)	Salvatore Ferragamo (B)	Santoni (B)	Tod's (B)
Total Brand (B)	478	643	1,576	473	524	553	539	1,702
Footwear > Shoes > Ballerina 3,303	50.0% 239	49.6% 319	79.3% 1,250	96.0% 454	76.5% 401	0.2% 1	1.9% 10	37.0% 629
Footwear > Shoes > Loafer 2,650	31.8% 152	29.2% 188	15.0% 236	0.8% 4	17.2% 90	93.5% 517	82.9% 447	59.7% 1,016
Footwear > Shoes > Derby 298	18.2% 87	11.8% 76	0.1% 1		3.8% 20	2.7% 15	13.4% 72	1.6% 27
Footwear > Shoes > Espadrille 237		9.3% 60	5.6% 89	3.2% 15	2.5% 13	3.6% 20	1.9% 10	1.8% 30

When investigating the footwear category, the four styles with the most products are Ballerina, Loafer, Derby, and Espadrille making up almost the whole assortment across these eight brands. All eight brands focus on a similar type of a shoe-- Ballerina and Loafers have a similar appearance, the difference being the Ballerina is a slip on shoe and the Loafer is more structured with a heel. These shoes encapsulate elevated styles often worn to bridge the gap between work and leisure--the office to the golf course.

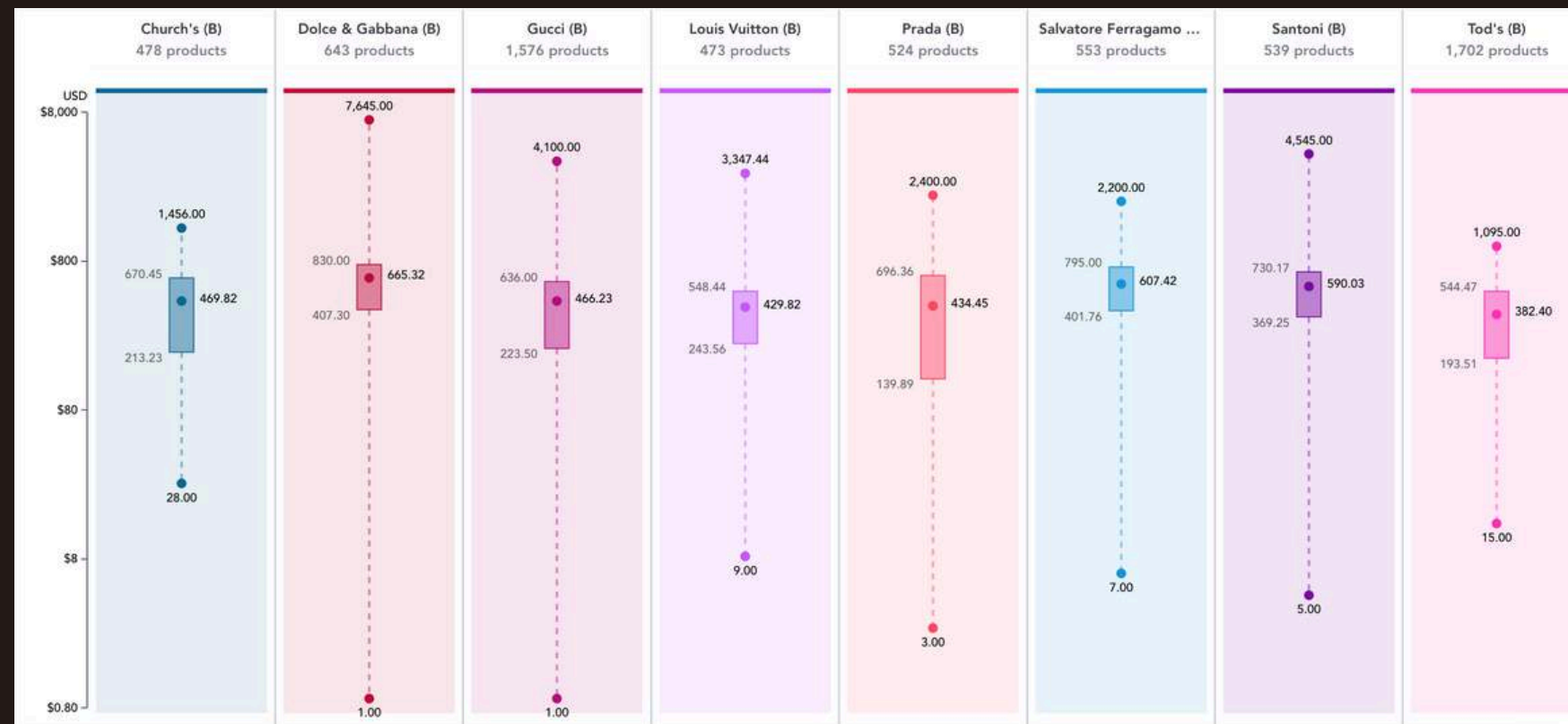
Janurary 1, 2024 - March 31, 2024

	Church's (B)	Dolce & Gabbana (B)	Gucci (B)	Louis Vuitton (B)	Prada (B)	Salvatore Ferragamo (B)	Santoni (B)	Tod's (B)
Total Brand (B)	263	409	1,593	281	481	468	291	963
Footwear > Shoes > Loafer 2,181	60.1% 158	62.1% 254	15.6% 249	3.2% 9	24.1% 116	92.5% 433	92.8% 270	71.9% 692
Footwear > Shoes > Ballerina 2,155	29.7% 78	16.6% 68	76.7% 1,222	86.5% 243	65.9% 317	1.7% 8	1.7% 5	22.2% 214
Footwear > Shoes > Derby 151	9.9% 26	10.8% 44	0.3% 5	0.4% 1	4.2% 20	3.8% 18	4.8% 14	2.4% 23
Footwear > Shoes > Espadrille 262	0.4% 1	10.5% 43	7.3% 117	10.0% 28	5.8% 28	1.9% 9	0.7% 2	3.5% 34

After seeing the popularity of styles continue from 2023, it is worth noting the rise of the Loafer becoming the most prevalent style. This corroborates our trend research, that loafers are becoming as much of a necessity as a sneaker, and are continuing to lead trends in 2025. Loafers gained 30% of the assortment in Church's and Dolce & Gabbana, and 10% in Tod's. Ferragamo and Santoni's loafers continue to stay at 92%. This increase took away from the Ballerina style across the board, the only category to deplete while Derby and Espadrilles marginally increased across most brands.

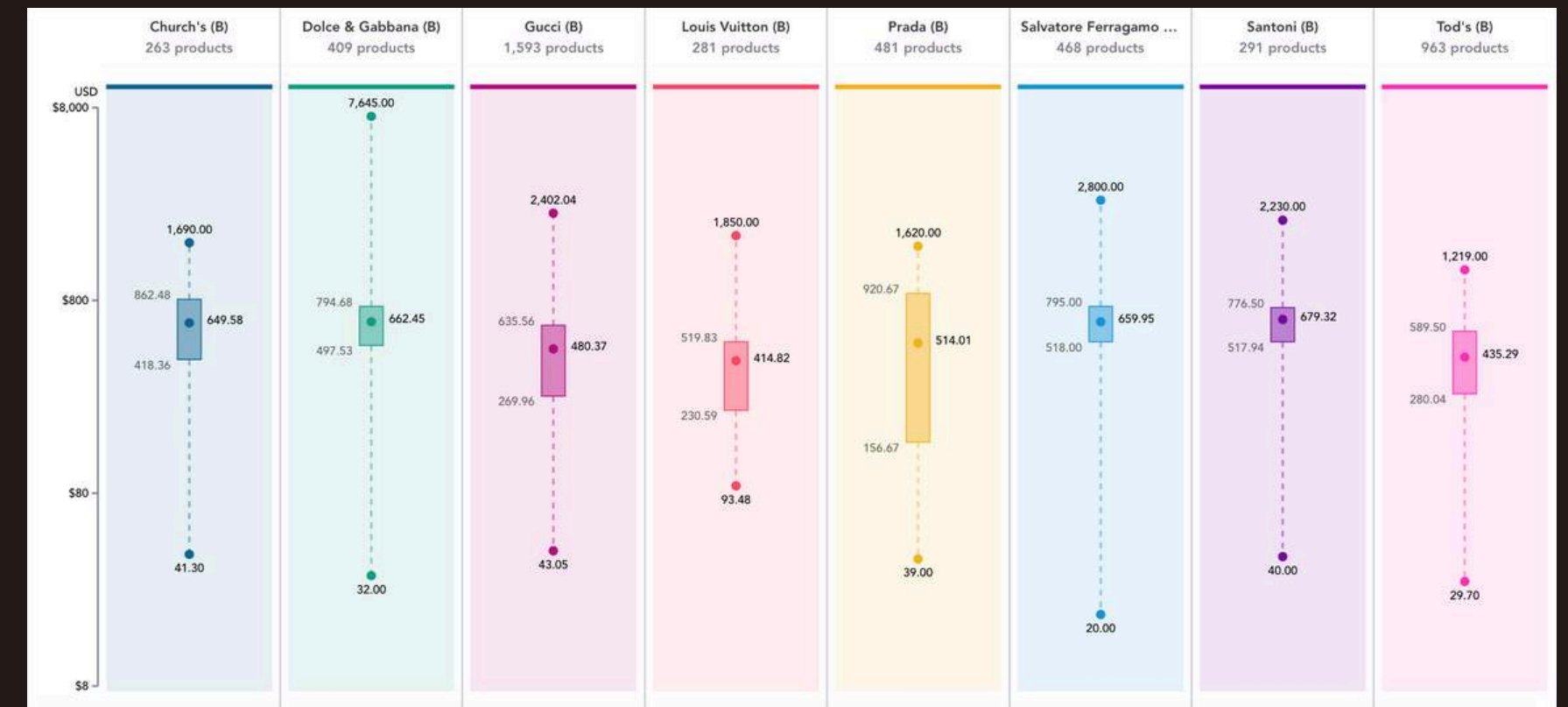
APPENDIX - PRICING

Janurary 1, 2023 - March 31, 2023



In 2023, the majority of these luxury brands operated around the \$400 to \$600 dollar price point. This is directly in accordance with their affluent customer. These legacy brands claim their price point is because of their indulgence in craftsmanship and materials of the highest quality. These heritage brands easily bring in new consumers as more Gen Z and Millenials grow into their wealth and see these brands as something to aspire to. Because of their craftsmanship and storytelling, these brands are not often competing on a price point level. They stand out in their own sections in-store and are repping their own aesthetics side by side on a retailer's website.

Janurary 1, 2024 - March 31, 2024



After ensuring the filters were the exact same for both reports (except for the dates), there is a general increase in price for Church's (38%), Gucci (3%), Prada (18%) Ferragamo (8%), Santoni (15%), and Tod's (14%). Dolce and Gabbana stayed the same, but Louis Vuitton actually decreased their prices by (3%). It is unclear if that is due to a new pricing strategy, inflation, or that the lowest price points recorded for each brand were much lower than this year. Investigating the lowest priced items of 2023, all products were all on extreme discount on the Vestiaire Collective--a website dedicated to identifying and reselling luxury items. It is unclear why Edited is counting Vestiaire as a retailer (as opposed to a resell site like Poshmark) or if these results can be omitted in the data on command, as they are not present in the 2024 data.

APPENDIX - PRICING

Janurary 1, 2023 - March 31, 2023

Product types	Church's (B)	Dolce & Gabbana (B)	Gucci (B)	Louis Vuitton (B)	Prada (B)	Salvatore Ferragamo (B)	Santoni (B)	Tod's (B)
Derby <small>in Shoes</small>	\$673.34	\$794.10	\$970.00	-	\$999.12	\$533.13	\$712.68	\$435.44
Loafer <small>in Shoes</small>	\$641.76	\$733.54	\$966.56	\$712.50	\$1,058.64	\$613.14	\$584.31	\$481.78
Ballerina <small>in Shoes</small>	\$288.33	\$641.57	\$384.73	\$436.03	\$276.68	\$615.00	\$302.00	\$220.60
Espadrille <small>in Shoes</small>	-	\$422.65	\$280.33	\$172.84	\$169.26	\$432.33	\$317.80	\$348.65

The price index shows us the average price per category per brand. This information gives an idea of the price level each individual product is competing on. Prada has the most expensive items with loafers averaging \$1,059, but also the lowest with Espadrille at \$169. Ferragamo has the best mid and consistent range averaging \$548 per item.

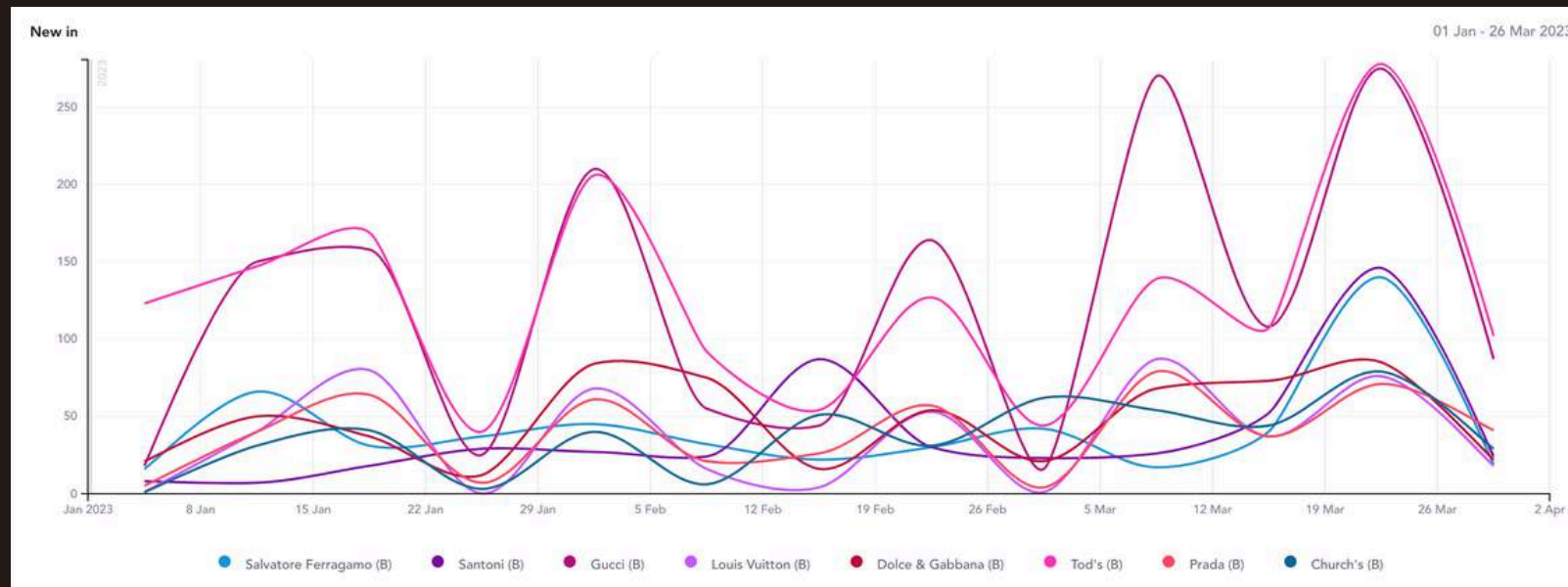
Janurary 1, 2024 - March 31, 2024

Product types	Church's (B)	Dolce & Gabbana (B)	Gucci (B)	Louis Vuitton (B)	Prada (B)	Salvatore Ferragamo (B)	Santoni (B)	Tod's (B)
Derby <small>in Shoes</small>	\$834.07	\$742.00	\$369.76	\$1,360.00	\$955.87	\$752.74	\$616.64	\$480.94
Loafer <small>in Shoes</small>	\$791.55	\$757.67	\$842.81	\$390.33	\$968.26	\$650.94	\$690.64	\$514.35
Ballerina <small>in Shoes</small>	\$309.36	\$428.88	\$417.22	\$404.09	\$338.50	\$780.83	\$605.20	\$227.98
Espadrille <small>in Shoes</small>	\$180.42	\$404.13	\$369.86	\$388.26	\$328.77	\$592.33	\$470.00	\$182.89

Compared to last year, there have been inconsistent price changes from the brands, depending on what items they want to focus on. Louis Vuitton introduced Derby shoes and making them the most expensive option out of our competitors at \$1,360; in high contrast to Church's introducing an Espadrille style at the lowest price option of \$180. Under circumstantial inflation, it appears as though the more popular items increased their prices; and less popular items for each brand were decreased. This again shows us the impact of inflation on the brands and how they are changing their pricing strategies to adapt. For example, Prada's Loafer pricing decreased by 9%, but Santoni's Loafer increased by 18% year over year.

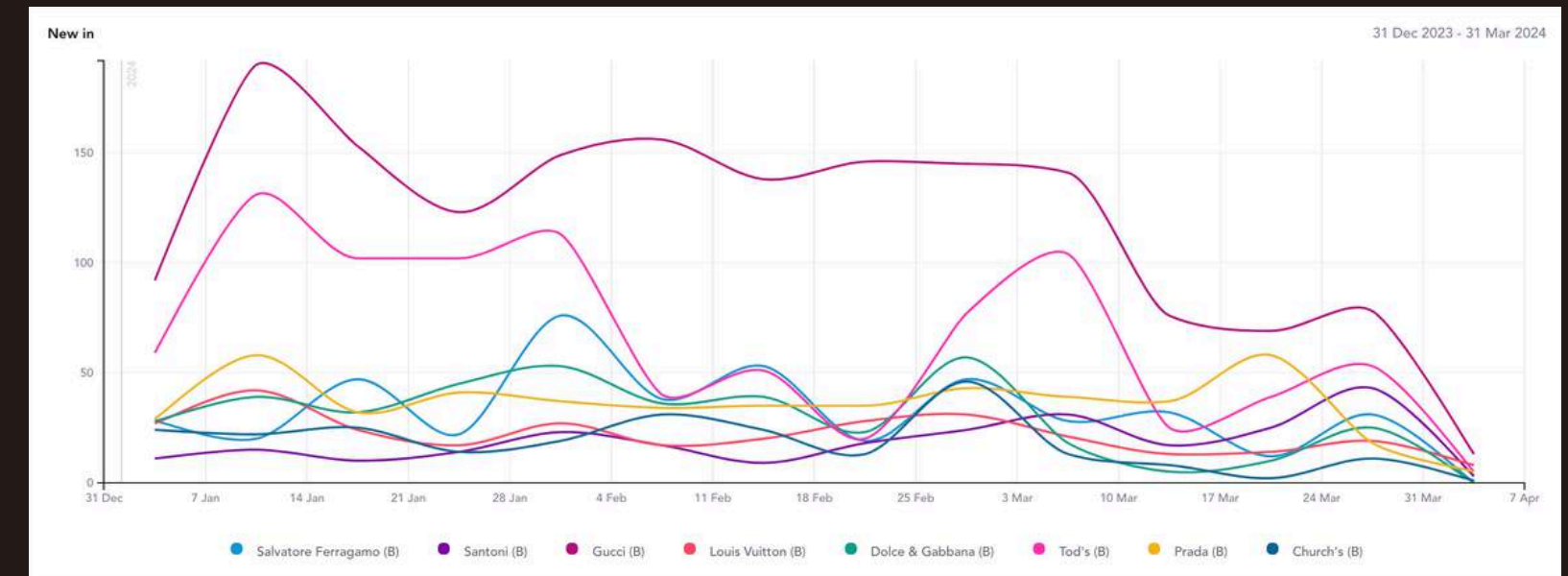
APPENDIX - NEW IN

January 1, 2023 - March 31, 2023



The New In graph shows the Brands' timelines when releasing new product and how much product. Gucci and Tod's are consistently releasing the most product over the course of the season. This shows us which brands to look at when considering a range of different products and how many collections to release per season. All of the brands are relatively in synch with one another, except for Santoni, which typically rings in on the down swing of the others. It is possible that bringing newness at an unprecedented time has become a strategy for them. The largest spikes for all brands ring in the weekend of St. Patrick's Day and the week before Easter with a steady release of product leading up to the festivities.

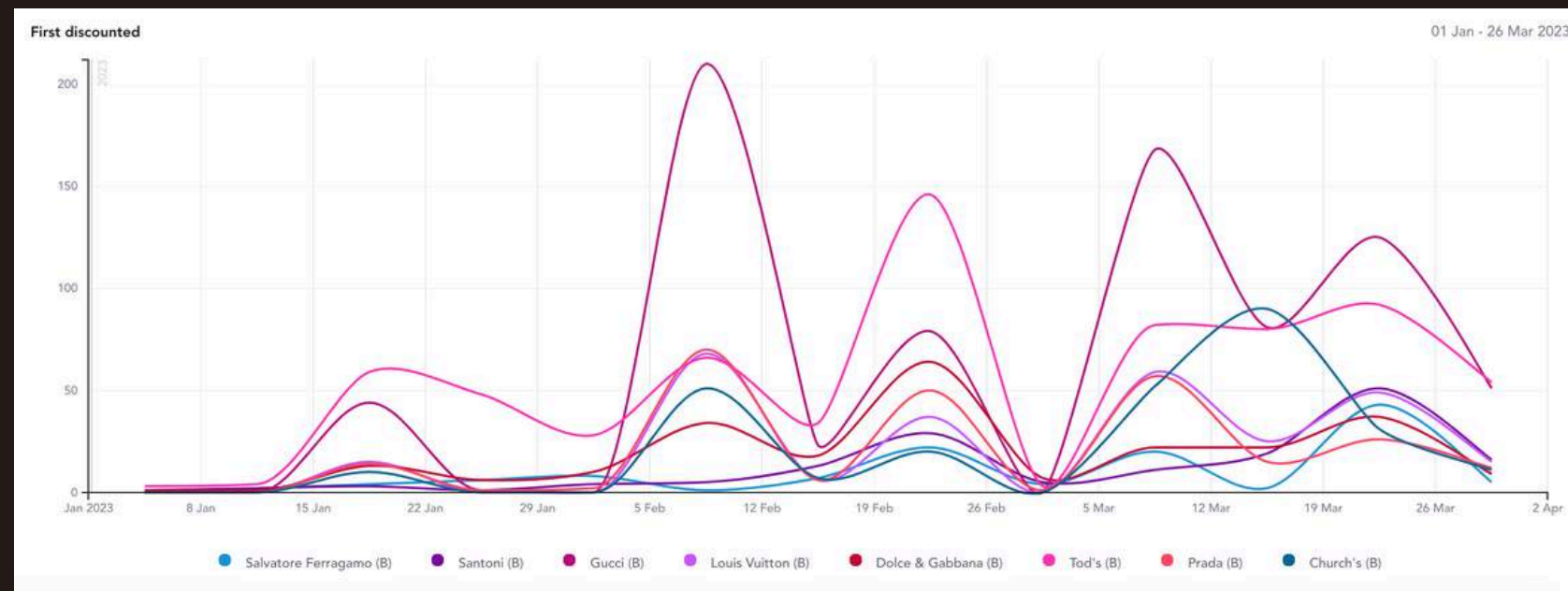
January 1, 2024 - March 31, 2024



Comparing the two years, 2024 faces a dramatic decline in the amount of product released. While Gucci and Tod's continue to out do the other brands in terms of volume, they both start out with a spike in the new year and steadily decline throughout the season. "Modern Retail" believes this drop is due to the inflated economic crisis. While luxury brands proved to do very well over the pandemic when people had more expendable income; they have now reduced product as money grows tighter for the consumer. This means the products need to prioritize functionality and the most widespread appeal as possible when SKUs are limited.

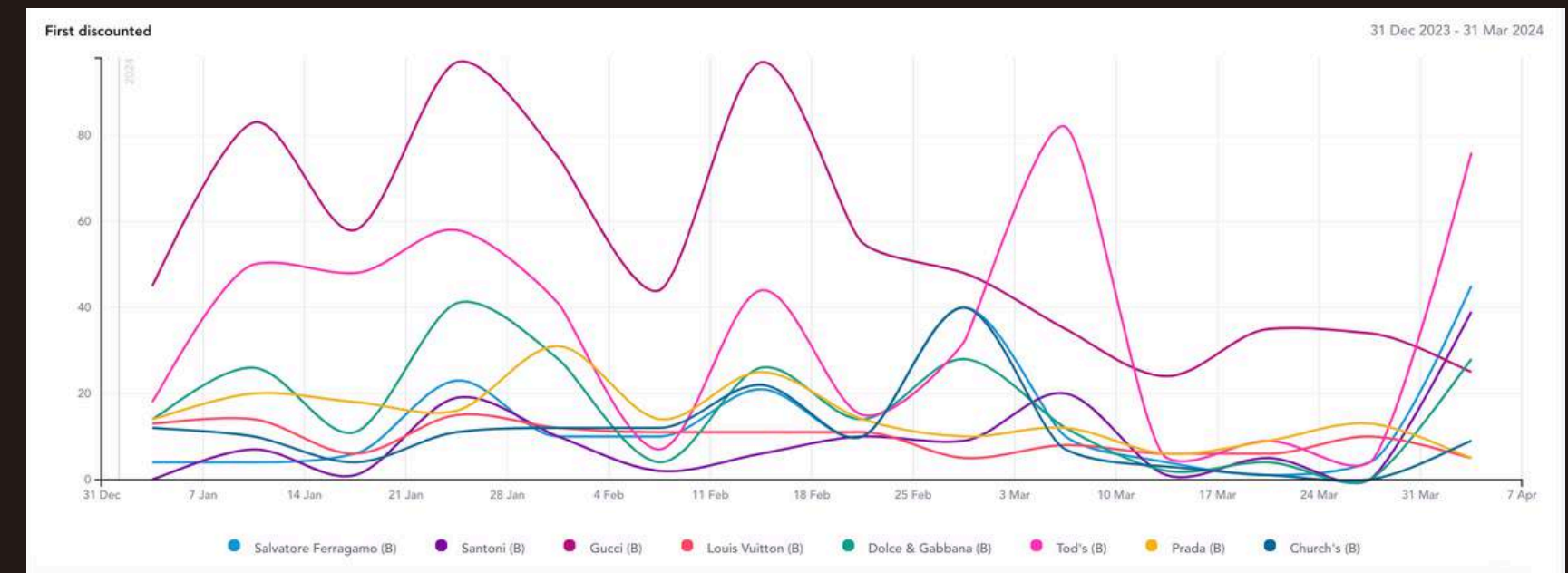
APPENDIX - FIRST DISCOUNT

January 1, 2023 - March 31, 2023



Starting in February, there is a bi-weekly decision to put select products on sale. With Gucci and Tod's releasing the most products, it is no surprise that they are discounting the most products as well. In 2023, products were also typically discounted and released at the same--depicting an "out with the old, in with the new" approach.

January 1, 2024 - March 31, 2024



In 2024, the brands are a little all over the place, the only true commonality being Gucci and Tod's consistent ebb and flow. It is also apparent that Ferragamo, Santoni, Dolce & Gabbana, and Tod's all decided to have a sale at the end of the season. Gucci, Tod's, Dolce & Gabbana, and Ferragamo put more product on sale than they did last year. This makes sense, especially after acknowledging the decrease in new in product as a response to inflation. It appears that is harder for both brands and consumers to make ends meet than last year. Brands should keep in mind that this is a wholistic issue and make it appoint to not alienate customers, or appear "tone-deaf" in advertisements this year.

APPENDIX -
SELL THROUGH

Janurary 1, 2023 - March 31, 2023

Brand (B)	Positioning				Performance							
	Product Count	Price Points (Min / Med / Max) – USD			Sellout	Replenished	Currently discounted	Avg. discount	Advertised as discounted	Avg. advertised discount	Price increased	Outlet
Church's (B)	478	\$76.52	\$548.62	\$2,108.00	<div><div></div></div> 0.2%	<div><div></div></div> 6.9%	<div><div></div></div> 74.5%	<div><div></div></div> 25.8%	<div><div></div></div> 60.7%	<div><div></div></div> 41.6%	<div><div></div></div> 61.9%	<div><div></div></div> 0.0%
Dolce & Gabbana (B)	643	\$6.00	\$731.14	\$7,645.00	<div><div></div></div> 1.1%	<div><div></div></div> 3.9%	<div><div></div></div> 52.9%	<div><div></div></div> 26.9%	<div><div></div></div> 46.7%	<div><div></div></div> 36.6%	<div><div></div></div> 45.9%	<div><div></div></div> 0.2%
Gucci (B)	1,576	\$3.00	\$445.18	\$4,100.00	<div><div></div></div> 0.6%	<div><div></div></div> 3.0%	<div><div></div></div> 54.9%	<div><div></div></div> 19.3%	<div><div></div></div> 50.1%	<div><div></div></div> 27.5%	<div><div></div></div> 43.1%	<div><div></div></div> 0.1%
Louis Vuitton (B)	473	\$9.00	\$463.06	\$3,409.31	<div><div></div></div> 0.0%	<div><div></div></div> 0.0%	<div><div></div></div> 66.8%	<div><div></div></div> 18.7%	<div><div></div></div> 58.1%	<div><div></div></div> 23.8%	<div><div></div></div> 42.3%	<div><div></div></div> 0.0%
Prada (B)	524	\$9.00	\$294.22	\$2,400.00	<div><div></div></div> 1.3%	<div><div></div></div> 3.4%	<div><div></div></div> 55.2%	<div><div></div></div> 17.1%	<div><div></div></div> 49.8%	<div><div></div></div> 25.4%	<div><div></div></div> 46.0%	<div><div></div></div> 0.0%
Salvatore Ferragamo (B)	553	\$80.00	\$762.38	\$2,471.00	<div><div></div></div> 10.3%	<div><div></div></div> 9.8%	<div><div></div></div> 52.3%	<div><div></div></div> 35.7%	<div><div></div></div> 61.8%	<div><div></div></div> 43.2%	<div><div></div></div> 40.7%	<div><div></div></div> 12.8%
Santoni (B)	539	\$8.00	\$666.67	\$4,650.00	<div><div></div></div> 1.9%	<div><div></div></div> 12.1%	<div><div></div></div> 64.7%	<div><div></div></div> 27.0%	<div><div></div></div> 68.5%	<div><div></div></div> 43.3%	<div><div></div></div> 49.0%	<div><div></div></div> 0.0%
Tod's (B)	1,702	\$38.26	\$433.97	\$1,350.00	<div><div></div></div> 1.8%	<div><div></div></div> 6.6%	<div><div></div></div> 55.3%	<div><div></div></div> 23.0%	<div><div></div></div> 52.7%	<div><div></div></div> 34.6%	<div><div></div></div> 46.1%	<div><div></div></div> 2.5%

Amongst these brands, Ferragamo has the highest sell out of 2023 at 10%. None of the brands have a high replenishment--the highest being Santoni at 12%. This is reasonable given that the appeal of luxury brands is the exclusivity and the rarity of their coveted products. Before working on this project, I did not think these luxury brands discounted their products because I thought that would be viewed almost as a failing in desirability; however, according to Edited, all of the brands discount at least half of their assortment. According to Forbes, there are a startling conclusion made that by the end of 2023, luxury brands had actually overstocked their assortment, leading to these staggering discounts.

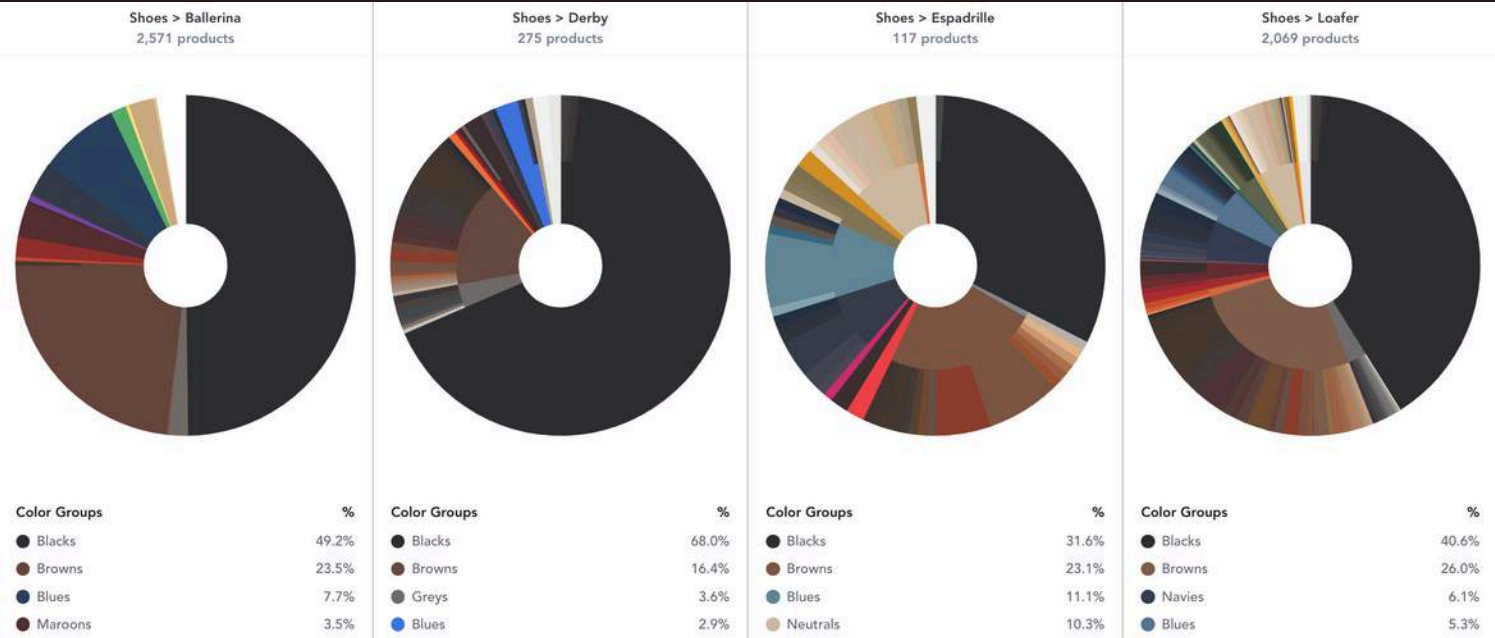
Janurary 1, 2024 - March 31, 2024

Brand (B)	Positioning				Performance							
	Product Count	Price Points (Min / Med / Max) – USD			Sellout	Replenished	Currently discounted	Avg. discount	Advertised as discounted	Avg. advertised discount	Price increased	Outlet
Church's (B)	263	\$51.24	\$815.44	\$1,690.00	<div><div></div></div> 0.0%	<div><div></div></div> 2.7%	<div><div></div></div> 64.3%	<div><div></div></div> 12.5%	<div><div></div></div> 52.1%	<div><div></div></div> 24.4%	<div><div></div></div> 58.9%	<div><div></div></div> 0.4%
Dolce & Gabbana (B)	409	\$58.41	\$728.87	\$7,645.00	<div><div></div></div> 0.0%	<div><div></div></div> 9.5%	<div><div></div></div> 60.1%	<div><div></div></div> 14.1%	<div><div></div></div> 49.4%	<div><div></div></div> 23.6%	<div><div></div></div> 49.4%	<div><div></div></div> 0.0%
Gucci (B)	1,593	\$43.05	\$506.29	\$2,752.77	<div><div></div></div> 2.2%	<div><div></div></div> 2.0%	<div><div></div></div> 45.3%	<div><div></div></div> 23.2%	<div><div></div></div> 33.9%	<div><div></div></div> 19.6%	<div><div></div></div> 25.4%	<div><div></div></div> 2.3%
Louis Vuitton (B)	281	\$93.48	\$405.66	\$1,850.00	<div><div></div></div> 1.1%	<div><div></div></div> 0.7%	<div><div></div></div> 42.7%	<div><div></div></div> 27.6%	<div><div></div></div> 29.9%	<div><div></div></div> 22.0%	<div><div></div></div> 28.1%	<div><div></div></div> 1.1%
Prada (B)	481	\$50.00	\$449.40	\$1,620.00	<div><div></div></div> 0.6%	<div><div></div></div> 1.9%	<div><div></div></div> 41.2%	<div><div></div></div> 21.9%	<div><div></div></div> 29.1%	<div><div></div></div> 18.6%	<div><div></div></div> 24.9%	<div><div></div></div> 0.0%
Salvatore Ferragamo (B)	468	\$110.00	\$787.19	\$2,800.00	<div><div></div></div> 4.3%	<div><div></div></div> 13.7%	<div><div></div></div> 60.0%	<div><div></div></div> 25.4%	<div><div></div></div> 55.8%	<div><div></div></div> 34.9%	<div><div></div></div> 39.7%	<div><div></div></div> 8.8%
Santoni (B)	291	\$45.00	\$720.00	\$2,230.00	<div><div></div></div> 0.7%	<div><div></div></div> 7.6%	<div><div></div></div> 52.9%	<div><div></div></div> 16.9%	<div><div></div></div> 47.4%	<div><div></div></div> 34.7%	<div><div></div></div> 42.6%	<div><div></div></div> 2.1%
Tod's (B)	963	\$41.52	\$486.66	\$1,219.00	<div><div></div></div> 3.7%	<div><div></div></div> 4.2%	<div><div></div></div> 55.0%	<div><div></div></div> 15.4%	<div><div></div></div> 51.5%	<div><div></div></div> 34.9%	<div><div></div></div> 42.2%	<div><div></div></div> 11.0%

With overstocking being a new issue in 2023, I would expect to see a stiff shift in the amount of SKUs being sold. Here we see each brand cutting down on product (except for Gucci). Church's is down by 45%, Dolce & Gabbana by 36%, Louis Vuitton by 45%, Prada 8%, Ferragamo by 16%, Santoni by 46%, and Tod's by 43%. We also see that while Ferragamo still had the highest sell through, it still decreased by 6%. Across the board, less items have had prices increased, most likely in accordance with consumer budgeting. With the exception of Ferragamo that lowered their amount by 3%, the rest of the brands increased their presence in outlet retailers, again on trend with becoming more accessible to consumers in penny-pinching times.

APPENDIX- OTHER CHARTS BRIEFLY CONSULTED FOR TREND RESEARCH

Janurary 1, 2023 - March 31, 2023

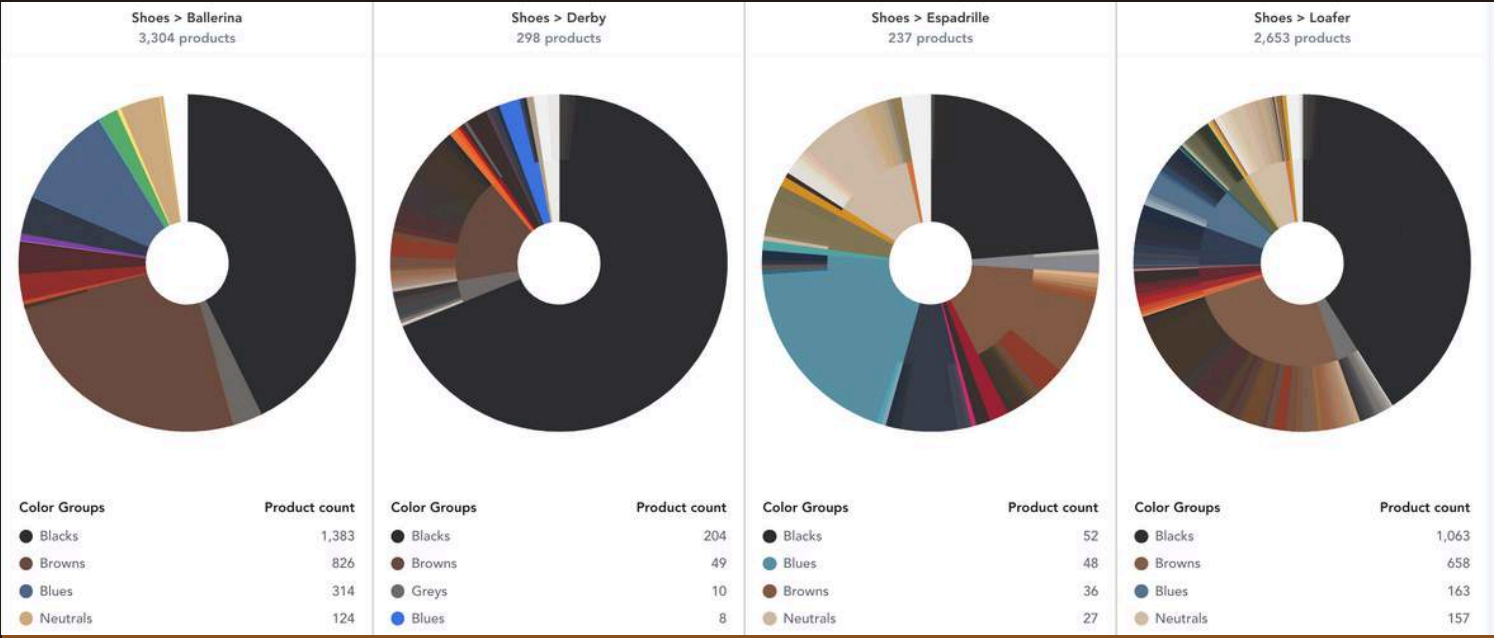


Top colors are black, browns, neutrals, and blues

	Beading	Fringing	Jewels/Gems	Leather (incl faux leather)	Metallic	Sequins	Teddy/Sherpa	Velvet
Total Product details	4	13	12	4,913	1	2	1	136
Footwear > Shoes > Loafer	75.0%	100.0%	41.7%	41.8%		50.0%	100.0%	14.7%
Footwear > Shoes > Derby	25.0%		33.3%	5.6%	100.0%	50.0%		1.5%
Footwear > Shoes > Ballerina				50.3%				81.6%
Footwear > Shoes > Espadrille			25.0%	2.3%				2.2%

Top fabrications are leather and velvet

Janurary 1, 2024 - March 31, 2024



Top colors are black, blues, browns, and neutrals

	Beading	Fringing	Fur (incl. Faux)	Jewels/Gems	Leather (incl faux leather)	Metallic	Sequins	Teddy/Sherpa	Velvet
Total Product details	1	8	2	2	3,811	1	3	1	75
Footwear > Shoes > Loafer	100.0%	100.0%	50.0%	50.0%	46.4%	100.0%	66.7%	100.0%	20.0%
Footwear > Shoes > Derby			50.0%	50.0%	3.5%		33.3%		
Footwear > Shoes > Ballerina					46.3%				73.3%
Footwear > Shoes > Espadrille					3.8%				6.7%

Top fabrications are leather and velvet. Less jewels used.