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Luxury Import Brand Market in Japan 2005

Yano Research Institute

YRI

September, 2005
 Size A4, 326 pages
 Price: US\$ 1,900

Detailed study report on one of the most attractive market for luxury brand business.

The report offers overview of the market and detailed data for effective marketing strategy development.

The report also gives insight for changes in brand business with extensive data and case analysis.

Loius Vuitton, GUCCI, CHANEL...etc., contains 194 leading and emerging brands with extensive data on distributor profiles, results of operation, retail channels, store opening plans, advertising and marketing strategies.

The report illustrates brand sales ranking of total luxury brand market, as well as rankings broken down to item categories of men's wear, ladies wear, bags, shoes and other items.

- Market of luxury import brand in 2004 was 1.3 trillion yen, 97.1% of previous year. The item category of "purses and hand bags" consisting the largest part of the market maintained retail market at 500 billion yen level. On the other hand, men's and ladies wears continued to decline.
- Top brands are losing momentum and some brands such as COACH and DIESEL are gaining market shares.
- Majority of leading brands shifted their brand operation strategies from expansion to profit oriented. More large scale independent road side stores opened opposed to the previously focused department store in-shops. Customer satisfaction is their primary focus.
- Import business of general trading companies is in transforming stage. They initiate brand business in the market by establishing the wholly owned local companies or acquiring distributors.
- Parallel imports of luxury brand market estimated for the first time. The market was 480 billion yen in 2003 and projected to be flat or slight decline.
- Visible changes in equity structure of local brand companies in Japan. The difference becomes clearer in the branding strategies either advancing further into Japanese market or entrusting entire brand operation to Japanese distributors.
- Stores operated directly by import brands are gaining importance in retailing luxury brand products accounting for one third of total retail market in 2004. In addition, outlet stores and catalogue sales are also expanding their share.
- Outlet malls established solid existence as retailing channel of luxury brands.

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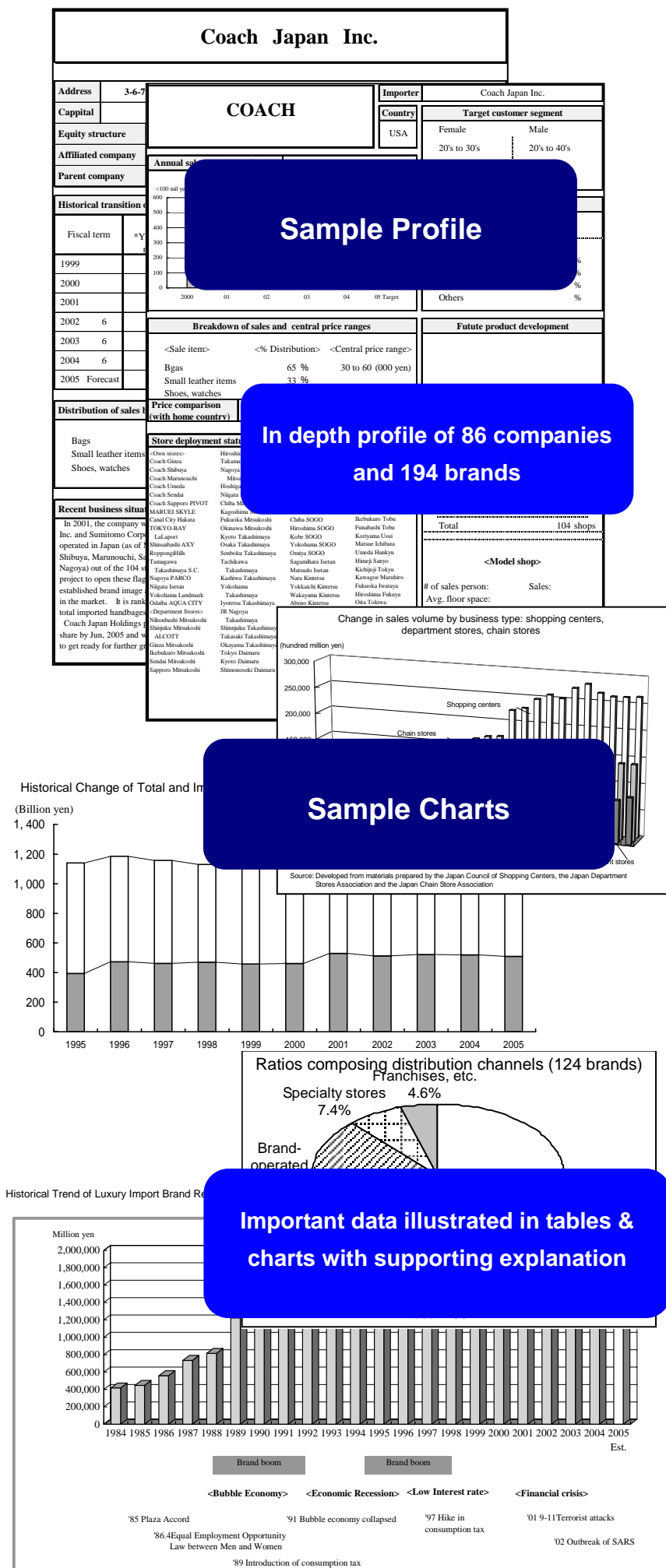
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A	E	L	R
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AIGNER	East Berlin	LANCEL	RENA LANGE
ALBERTA FERRETTI	Easton Pearson	LAURA ASHLEY	RENE REZARD
ALESSANDRO DELL'ACQUA	EDDIE BAUER	Laurèl	Ruzzo
Alexander	el Caballo	LES COPAINS	S
ALFRED DUNHILL	Elégance	LeSportsac	S. T. Dupont
ALTA	EMPORIO ARMANI	LOEWE	SALVATORE FERRAGAMO
ANNA SUI	ENZO ANGIOLINI	LONGCHAMP	SALVATORE FERRAGAMO (Men)
Anne Valerie Hash	ERMANNNO SCERVINO	LORO PIANA	SEQUOIA
ANTEPRIMA	ERMENEGILDO ZEGNA	LOUIS VUITTON	Sergio Rossi
ANTONIO BERARDI	erreuno	LOUISON	SEVENTY
ARMANI COLLEZIONI DONNA	ESCADA	lucien pellat-finet	SHIPS
ARMANI COLLEZIONI UOMO	ESCADA SPORTS	M	SONIA RYKIEL
ARMANI JEANS	ETRO (Ladies)	m0 851	SPORT MAX
AVIREX	ETRO (Men)	MALO	Strenesse
B	EUROPEAN CULTURE	MANGO	T
BACCARAT	F	MARC JACOBS	TANINOCRISCI
BALLY	FENDI	MARELLA	Tiffany
BALLY GOLF	free lance	MAX & Co.	Timberland
BAUME & MERCIER	FURLA	Max Mara	TOCCA
BEAMS	G	McDavid	TOD'S
Ben Sherman	GAP	MILA SCHÖN	tommy girl
Benetton	GENNY	mimi so New York	TOMMY HILFIGER
Bernhard Willhelm	GHERARDINI	MISSONI	TRANSIT
BIRKENSTOCK	GIANFRANCO FERRE	MIU MIU	trippen
BLUGIRL	Gilles Dufour	MONCLER	Trosman
BLUMARINE/ANNA MOLINALI	GORGIO ARMANI	MONTBLANC	TUMI
BOSS	GUCCI	Montegrappa	U
BOSS Woman	H	MORGAN DU TOI	UNITED ARROWS
Bottega Veneta	HARRISS	MOSCHINO	V
BRIONI	HARRODS	N	Vacheeron Constantin
BROOKS BROTHERS	hélio pôle	NARA CAMICIE	VALSPORTS
BRUNELO CUCINELLI	HELMUT LANG	NARCISO RODRIGUEZ	VALENTINO
BRUNOMAGLI	HEMISPHERES	NEWYORKINDUSTRIE	Varia Patia
BVLGARI	HERMES	Neil Barrett	VERSACE
BYBLOS	Herno	NINE WEST	VIA BUS STOP
C	HILTON	no name	VIKTOR & ROLF
C. P. COMPANY	HOGAN	NOMOS	VIVIENNE WESTWOOD
CARTIER	HUGO	NUVOLA	Y
catherine malandrino	HUNTING WORLD	O	YVE SAINT LAURENT
CELINE	Hussein Chalayan	Oddio!	Z
CHACOK	HUTSCHENREUTHER	OLD ENGLAND	ZARA
Chalayan	I	P	
CHANEL	IRIE	PAL ZILERI	
Christian Dior	IWC	PANERAI	
CI-VA	J	PAOLA FRANI	
CLAUDIE PIERLOT	Jaeger-Lecoultre	Pathfinder	
CLOSED	JIL SANDER	Paul Stuart	
COACH	Jimmi Baldinini	PAULE KA	
COLUMBIA	JUICY COUTURE	PERMANENT VACATION	
COMTESSE	JUST Cavalli	PHILOSOPHY DI ALBERTA FERRETTI	
D	K	Piaget	
D&G	kamanta	Pietro Grande	
Daniel Fiesoli	KOOKAI	POLLINI	
DECAUVILL-PANTS	KRIZIA	Pomellato	
DESMO		PRADA	
di classe Brands		PRINGLE	
DIESEL			
DOLCE & GABBANA			
DSQUARED2			