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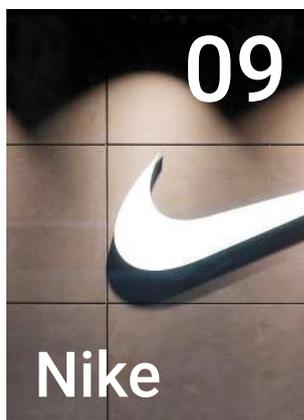
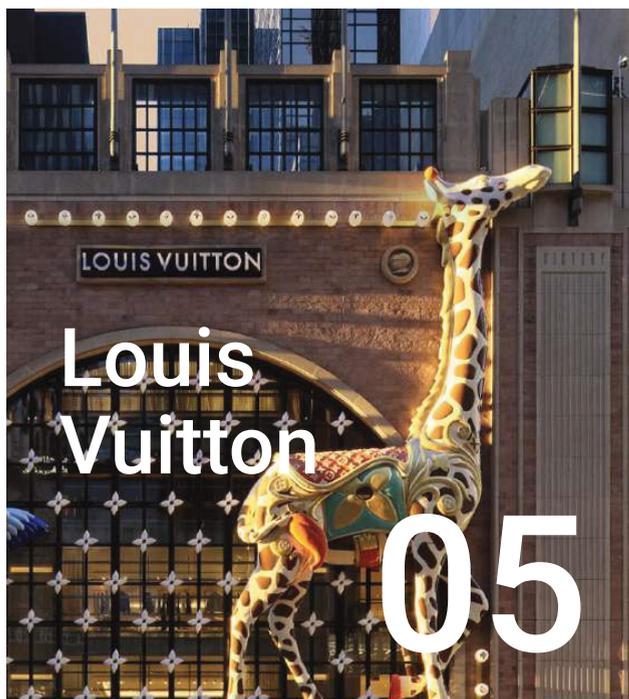


TPF 10

THE ERA OF ICONIC
IDENTITY

INSIDE THE BRAND ELITE | BEYOND THE LOGO LINE

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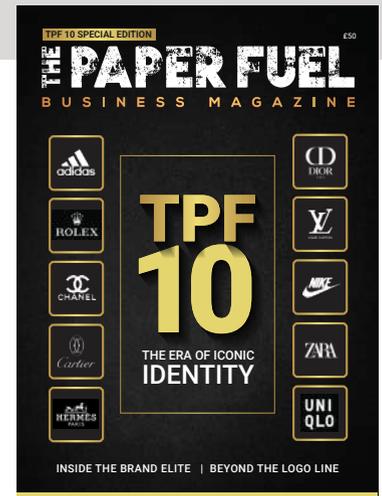


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The Powerhouses of Global Style: Inside the World's Top Fashion Titans



Fashion is more than clothes. It is culture, influence, and a blueprint for how the world moves. This special edition brings together the ten biggest names shaping the global style industry. These are the houses that set trends before the rest of us even catch a whisper, the labels that turn design into business empires, and the creators who redefine luxury,

sportswear, craftsmanship, and modern retail.

Inside, you will find deep yet easy reads on how each brand started, what shaped its journey, and how it built a presence that stretches across continents. We explore signature styles, iconic products, leadership shifts, bold risks, quiet reinventions, and the strategic moves that turned ideas into global power. You will also get a closer look at the cultural impact these brands hold and the futures they are building in a fast changing market.

This edition is a guided tour through legacy, innovation, and ambition. Whether you are here for the business insights or the storytelling behind the world's most influential fashion names, these pages open the door to an industry that never stops creating and never stops inspiring. Dive in and meet the brands that define how the world dresses, moves, and dreams.



Louis Vuitton

Industry: Luxury Fashion & Leather



How It All Began:

Started in 1854 by Louis Vuitton in France

Where It Lives:

Headquarters in the Paris region

Who Owns It:

Part of LVMH Group

What It Sells:

Bags, luggage, wallets, ready-to-wear, shoes, watches, jewellery, perfumes, sunglasses, accessories

Icons Everyone Knows:

LV Monogram, Speedy, Keepall, Capucines, classic trunks

Big Moments:

Invention of flat-top trunks, creation of the

Monogram pattern, joining LVMH, Marc Jacobs era, Nicolas Ghesquière for womenswear, Pharrell for menswear

Where You'll Find It:

Operates worldwide through boutiques, department store concessions and e-commerce; historically cited as operating in ~50-60+ countries with several hundred stores and boutiques (house-level footprint within LVMH's global retail network).





Cool Collaborations:

Supreme, Takashi Murakami, Jeff Koons, artist-led re-editions

What Makes It Special:

Heritage of artisanal trunk-making, patented locking systems, signature coated canvases and in-house leatherwork; ateliers in Asnières and traditional savoir-faire passed through specialised workshops.

What It Stands For:

Heritage-led luxury, craftsmanship, exclusivity, innovation through art and collaborations, balancing archive codes with contemporary cultural relevance.

Money Snapshot:

Louis Vuitton is the flagship of LVMH's Fashion & Leather Goods division; LVMH reported group revenue ~€84.7 billion (2024) and operates a global retail network of thousands of stores, with Louis Vuitton responsible for a sizable share of the division's sales.

Who Runs the Vision:

Nicolas Ghesquière, Artistic Director of Women's Collections; Pharrell Williams, Creative Director of Men's Wear; Pietro Beccari, Chairman and CEO (appointed Feb 2023).

Recent Moves: 2024–25:

renewed focus on high-profile artist re-editions (Takashi Murakami reissues), major runway events (Cruise and Women's/Mens shows), expansion into beauty (La Beauté Louis Vuitton announced) and continued emphasis on streetwear relevance under Pharrell.

Why It Still Rules:

Iconic heritage that shaped modern luxury travel goods, unmatched brand recognition via the Monogram, continual cultural relevance through collaborations and star creative leads, and major economic influence inside LVMH and the luxury sector worldwide.



Chanel



How It All Started

Founded in 1910 by Gabrielle “Coco” Chanel
Started as a small hat boutique in Paris

Where It Lives:

Headquarters in Paris, France

Who Owns It Today:

Privately owned by the Wertheimer family

What They Sell:

Haute couture, ready-to-wear, handbags,
leather goods, shoes, perfumes, skincare,

makeup, watches, jewellery

Their Signature Look

Little black dress
Tweed suit
Quilted 2.55 bag
CC logo
Camellia flower
Chanel No. 5

Big Moments in Their Journey

1910: First boutique opens
1920s: Modern, relaxed womenswear
becomes the brand identity
1954: Coco returns with the classic
Chanel suit
1983–2019: Karl Lagerfeld transforms the
brand globally
2025: New direction under fresh creative
leadership





Signature quilting techniques
 Strong innovation in fragrance and watchmaking

What the Brand Stands For:
 Timeless style, refined craftsmanship, quiet luxury and strong heritage

Money Snapshot:
 Annual revenue around USD 18–20 billion in recent years

Who Runs the Show
 EO: Leena Nair
 Creative leadership updated for 2025

What's New
 Creative team refresh to shape a new era
 Continued investment in stores and the luxury client experience

Why Chanel Still Leads
 Sets the tone for global luxury fashion
 Balances heritage with modern taste
 Strong cultural influence through fashion, fragrance and beauty

Where You See Them
 Strong global presence across Europe, US, Middle East and Asia
 Major flagships in cities like Paris, Tokyo and New York

Who They Design For:
 Luxury buyers, high-net-worth clients and beauty consumers who aspire to premium fashion

Special Collabs
 Select artistic and cultural collaborations
 Mostly keeps creations in-house to protect brand identity

Craft Behind the Magic
 Handcrafted haute couture in Paris ateliers





How It All Started:

Began in 1964 as Blue Ribbon Sports. It was started by Phil Knight and Bill Bowerman. Renamed Nike in 1971.

Where They Work From:

Global headquarters in Beaverton, Oregon, USA.

Who Owns the Brand:

NIKE, Inc., a publicly listed company on the NYSE. Also owns Jordan and Converse.

What They Sell:

Sports shoes, lifestyle sneakers, activewear, accessories and performance gear for running, basketball, football, training and everyday use.

What Made Them Iconic:

The Swoosh logo, “Just Do It”, Air Max, Air Jordan, Air Force 1, Dunk, Cortez and Pegasus.

Big Moments in Their Journey:

1964 launch as Blue Ribbon Sports
 1971 switch to Nike with the Swoosh
 Waffle sole and early running innovations
 Air Jordan launch, major shift in athlete



branding

Growth of digital platforms like SNKRS

How Big They Are Today:

Presence in 190+ countries with thousands of retail points, including Nike stores and global partners.

Where They Stand in the Market:

World leader in sportswear. Appeals to athletes, youth, sneaker fans and lifestyle consumers.

Cool Collabs That Made Noise:

Off-White and Virgil Abloh, Travis Scott, Sacai, Supreme and multiple Jordan Brand partnerships.

Game Changing Innovations:

Air cushioning, Flyknit, React foam, advanced athlete-driven R&D and in-house Air manufacturing units.



What They Believe In:

Performance, innovation, athlete-first design, cultural influence and sustainability in materials and production.

Money Snapshot:

Annual revenue above 46 billion dollars, driven mainly by Nike Brand and direct-to-consumer business.

Who Leads the Creative Vision:

Elliott Hill as CEO. Design leadership transitioning after John Hoke's exit.

What's New Lately:

Leadership reset, focus on core sports categories, DTC strategy upgrades and ongoing global brand consolidation.

Why They Still Matter:

Nike shapes global sport culture, drives sneaker trends and sets the pace for innovation in modern athleticwear.

Hermès International S.A



How It All Began:

Started in 1837 by Thierry Hermès in Paris as a small harness and saddle workshop.

Where It Lives Today:

Global headquarters at Rue du Faubourg Saint-Honoré, Paris.

Who Owns the House:

Public company, still tightly controlled by the Hermès family through long-term family shareholding.

What They Create:

Leather bags, silk scarves, ready-to-wear, shoes, watches, jewellery, perfumes, homeware, and equestrian products.

Icons Everyone Knows:

Birkin, Kelly, Constance, the classic silk carré, handcrafted leather with saddle stitching.

Big Moments in the Journey:

Founded as an equestrian workshop

Moved to the now-famous Paris flagship

Kelly bag origin in the 1930s

Birkin created in 1984, becoming a cultural symbol





How Far the Brand Reaches: Strong global presence with boutiques across major continents, online stores, and large production teams and workshops based mainly in France.

Who They Speak To: Ultra-luxury buyers, collectors, and customers who value heritage, craftsmanship, and exclusivity.

Creative Collabs and Partnerships: Selective artistic tie ups, material innovation projects, and very limited external collaborations to protect brand purity.

What Makes Their Craft Special:

One artisan, one bag approach
 Long apprenticeships
 Deep vertical control over materials and production
 Strong focus on long lasting quality and repair

The Heart of Their Philosophy:

Slow luxury, heritage, meticulous craftsmanship, respect for artisans, and products built to last.

Money Snapshot:

Annual revenues in the multi-billion euro range with steady double digit growth, premium margins, and strong global demand.

Who Leads the Vision:

Axel Dumas in senior leadership
 Pierre-Alexis Dumas guiding artistic direction
 Category specific creative heads like Nadège Vanhée-Cybulski for womenswear

Latest Moves to Watch:

New store openings, production expansion, focus on innovative materials, and new creative energy shaping future collections.

Why Hermès Still Rules:

It sets the gold standard for craftsmanship, rarity, and cultural influence. Its bags and designs stay timeless, desirable, and highly collectable worldwide.



ZARA

BY STEVEN MEIS



ROOTS & FOUNDING

Started in 1975 by Amancio Ortega and Rosalía Mera in Spain

WHERE IT OPERATES FROM

Headquarters: Arteixo, A Coruña, Spain

THE BUSINESS BEHIND IT

Owned by Inditex, one of the world's biggest fashion retailers

WHAT THEY SELL

Women, men and kids clothing

Shoes, bags and accessories

Linked lifestyle line through Zara Home

SIGNATURE LOOK

Fast runway-inspired styles

Clean, modern silhouettes

Trend pieces that hit stores within weeks

BIG MOMENTS

First store in 1975

Inditex formed in 1985

Global expansion from late 1980s

Major tech integration in the 2010s

WORLDWIDE FOOTPRINT

Thousands of stores across Europe, Asia, the Americas and the Middle East

Strong online presence, fast-growing e-commerce

WHO SHOPS ZARA

Young, style-driven consumers





ZARA

People who want trend-focused fashion at accessible prices

COLLAB HIGHLIGHTS

Limited designer and artist capsules
Trend-driven influencer and digital drops

WHAT MAKES ZARA DIFFERENT

Extremely fast design-to-store cycle
Vertically integrated supply chain
Smart logistics and RFID-enabled stores

WHAT THE BRAND STANDS FOR

Speed, accessibility, trend insight
Increasing focus on sustainability and circular practices

HOW THE BUSINESS IS DOING

Inditex reports strong global sales, high profit growth and rising online revenue

WHO LEADS THE BRAND

No single creative director
Guided by in-house design teams
Inditex leadership: Marta Ortega (Chair), Óscar García Maceiras (CEO)

LATEST MOVES

Investments in tech, store upgrades and logistics
Continued global expansion backed by strong financials

WHY IT STILL MATTERS

Sets the standard for fast fashion
Influences global style cycles
Blends speed, scale and sharp trend sensing like few others



Adidas



Born & Built

Founded in 1949 by Adolf “Adi” Dassler
Started in Herzogenaurach, Germany

Where It Lives

Global HQ, Herzogenaurach, Bavaria

Who Owns It

Public company listed as adidas AG

What It Sells

Sports shoes, activewear, lifestyle clothing,
accessories and sports equipment

What Makes It Iconic

Three Stripes
Superstar, Stan Smith, Gazelle, Ultraboost
Predator football boots

Big Moments

1949, brand officially launched
Became a major global sports sponsor through



the 70s to 2000s
Rise of culture-focused lines in the 2010s
End of Yeezy partnership in 2022
Ongoing innovation with Boost, Primeknit and 4D tech

Where It's Seen

Present in 160+ countries
Around 1,900 stores worldwide plus strong online and wholesale reach

Who It Speaks To

Athletes, fitness fans, streetwear lovers and youth culture audiences

Collabs That Hit

Y-3 with Yohji Yamamoto
Stella McCartney
Pharrell Williams (Humanrace)
Past: Yeezy (ended 2022)

Innovation Highlights

Boost cushioning
Primeknit uppers
4D and 4DFWD printed midsoles
Speedfactory experiments for fast local production



What It Stands For

Performance, innovation, sustainability and global cultural relevance

Money Snapshot

FY 2024 revenue around €23.7 billion
Strong profit rebound and positive momentum into 2025

People Leading It

CEO: Bjørn Gulden
Chief Creative Officer: Alasdair Willis

Latest Moves

Strong recovery through 2024–2025
2025 organisational reset to boost regional decision making
Continued push on innovation and classic icons

Why It Matters Now

Sits at the sweet spot of sport, culture and fashion
Drives trends in athleisure, performance tech and global youth style





Rolex



HOW IT STARTED

Founded: 1905

Founders: Hans Wilsdorf and Alfred Davis

Name Registered: 1908

WHERE IT LIVES

Headquarters: Geneva, Switzerland

Ownership: Hans Wilsdorf Foundation
(private trust)

WHAT THEY MAKE

Core Products: Luxury mechanical
wristwatches and premium accessories

ICONIC PIECES

Submariner

Daytona

Datejust

Day-Date

GMT-Master II

Oyster Perpetual

BIG MOMENTS

1926, Oyster, first waterproof wristwatch

1931, Perpetual rotor, automatic winding

1945, Launch of Datejust

Strong legacy in deep-sea, mountain and aviation expeditions

GLOBAL FOOTPRINT

Presence across all major luxury markets

Sold through authorised retailers and exclusive boutiques

WHO LOVES ROLEX

High-net-worth buyers

Collectors and professionals

Anyone who wants a timeless status symbol

CULTURAL CONNECTIONS

Strong ties with tennis, golf, yachting, endurance racing and major arts institutions

SIGNATURE CRAFT



Waterproof Oyster case

In-house chronometer standards

Proprietary materials and precision engineering

MONEY MATTERS

Multi-billion-dollar annual sales

Over a million watches produced each year

WHO RUNS THE SHOW

CEO: Jean-Frédéric Dufour

Product design handled by internal expert teams

WHAT'S NEW

Expanding global retail presence

Fresh partnerships in sports and cultural spaces

WHY IT STILL RULES

Sets the benchmark for luxury watchmaking

Solid resale value and unmatched global recognition

Symbol of achievement across generations



LifeWear



Uniqlo



Origins

Started in 1984 in Hiroshima

Founder: Tadashi Yanai

Where It's Based

Key offices in Yamaguchi and Tokyo

Who Owns It

Part of Fast Retailing Co., Ltd.

Tadashi Yanai leads the group

What They Sell

Everyday basics, innerwear, outerwear, denim, knitwear, loungewear, activewear, kidswear and simple accessories

Icons of the Brand

LifeWear concept

HEATTECH, AIRism, and Uniqlo U

Big Moments

1984: First store opens



Brand Philosophy

“LifeWear”: simple, durable, functional clothes for everyday life

Quick Financial View

Major revenue driver for Fast Retailing
Strong yearly growth led by global expansion

Creative Leadership

Tadashi Yanai at the top
Christophe Lemaire leads Uniqlo U and Paris R&D

Latest Moves

Growth across Europe
Continued focus on global flagship strategy

Why It Matters Today

Sets the standard for high-quality basics
Combines smart design, practical fabrics, and accessible pricing
A go-to brand for modern everyday wear

1990s: Rebrand and rapid Japan expansion
2000s: SPA model boosts growth
2010s: Major global push and flagship stores

Global Footprint

Over 2,500 stores across Asia, Europe, and North America

Brand Positioning

Affordable, high-quality basics
Appeals to all age groups, especially urban buyers who prefer clean and functional style

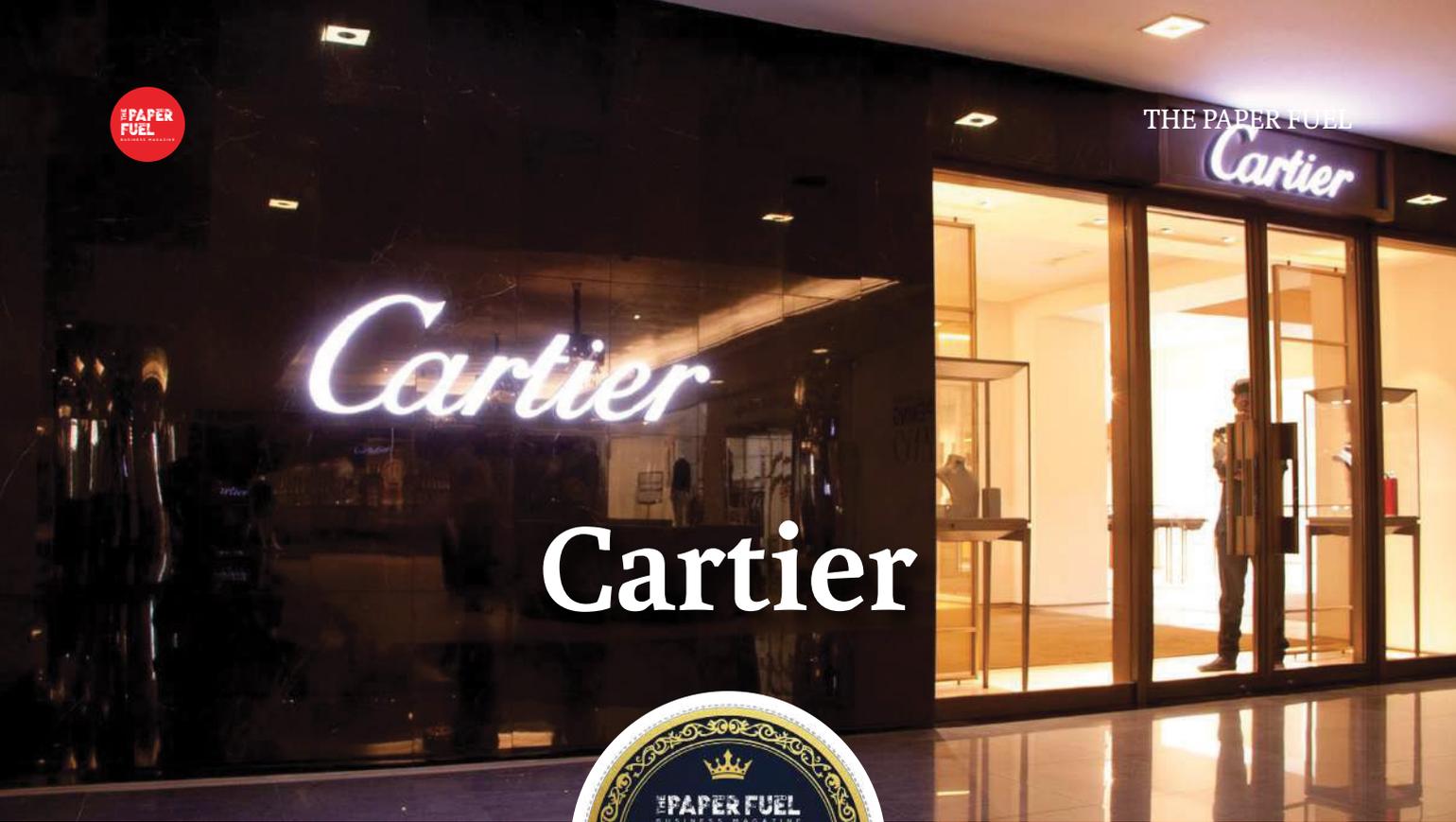
Cool Collabs

Jil Sander (+J)
Christophe Lemaire (Uniqlo U)
JW Anderson and more

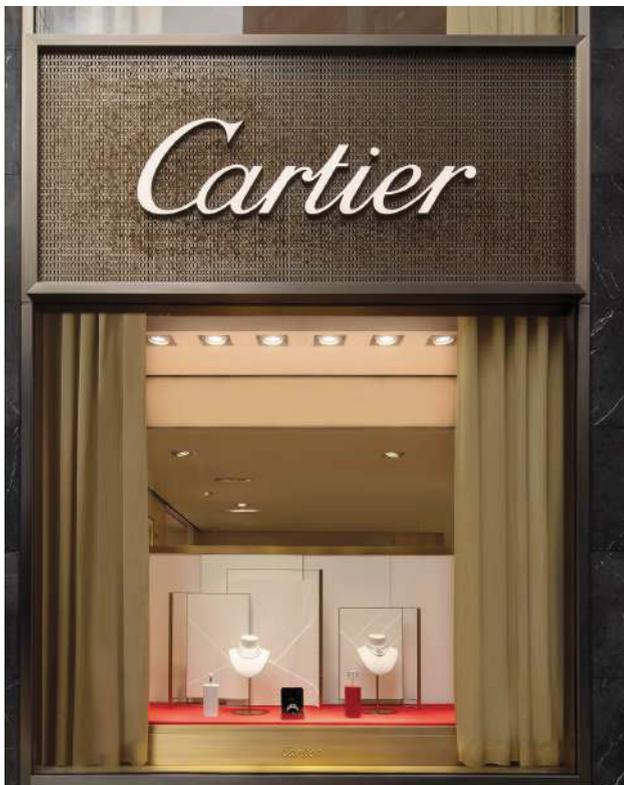
Innovation Edge

Advanced fabric tech like HEATTECH and AIRism
Strong R&D with textile partners





Cartier



Brand Basics

Founded: 1847

Founder: Louis François Cartier

Base: Paris, France

Ownership: Richemont Group

What They Make

High jewellery

Luxury watches

Leather goods, eyewear, fragrances and accessories

Iconic Creations

Love Bracelet

Trinity Ring

Panthère designs

Santos and Tank watches

Mystery clocks

Big Milestones

1899 move to Rue de la Paix, Paris

First to use platinum in jewellery
Global rise under the Cartier brothers
Joined Richemont Group

Global Footprint

200 plus boutiques
Present in 125 plus countries
Flagship Maisons in Paris, London and New York

Who Buys Cartier

High net worth clients
Luxury collectors
Aspirational young buyers drawn to iconic pieces

Creative Collabs

Fondation Cartier art programs
Artist led exhibitions and cultural partnerships

Craft and Innovation

Advanced gem setting
Mystery clock engineering



In house watch and jewellery ateliers

What the Brand Stands For

Heritage
Craftsmanship
Timeless design
Cultural contribution through the Fondation Cartier

Money Snapshot

Major revenue driver for Richemont's Jewellery Maisons
Consistent growth in global luxury jewellery demand

Who Leads Cartier Today

CEO: Louis Ferla
Key creative leadership across jewellery, watches and heritage design

Latest Moves

Leadership transition in 2024
Steady investment in manufacturing and global retail

Why Cartier Still Matters

One of the strongest names in high jewellery and watchmaking
Mixes rich history with modern style
Shapes global luxury trends through design, craft and cultural influence





Dior



Brand at a Glance

Dior, one of the world’s most iconic luxury fashion houses.

Origins

Founded in 1946 by Christian Dior, backed by Marcel Boussac.

Started in Paris with a bold new vision for post-war fashion.

Home Base

Headquarters at 30 Avenue Montaigne, Paris.

Who Owns Dior

Part of Christian Dior SE, the holding company that controls LVMH.

What Dior Makes

Haute couture, ready-to-wear, leather goods, handbags, shoes, eyewear, perfumes, beauty and jewellery.

Signature Style

The 1947 “New Look”, Bar jacket, Lady Dior bag,

Saddle bag, and ornate couture craftsmanship.

Big Turning Points

1947: “New Look” shakes up global fashion.

1957: Christian Dior passes, house continues under new designers.

Joined the Arnault luxury empire, expanded worldwide.

2016–2025: Modern refresh under Maria Grazia Chiuri.

2025: Jonathan Anderson steps in to lead womenswear and couture.

Global Reach

500-plus boutiques across Europe, the Americas, China, and Asia-Pacific.

Strong flagship presence in Paris and key fashion capitals.

Who Dior Speaks To

High-end luxury shoppers.

Fashion buyers who appreciate heritage mixed with modern design.

Star Collaborations

Limited-edition artist tie-ups, streetwear-inspired drops and special capsule collections.



Craft and Innovation

Famous for couture ateliers, hand embroidery, leathercraft and design innovation in footwear and accessories.

Brand Philosophy

Classic French elegance, strong craftsmanship, and a modern cultural voice.

Money Snapshot

Part of the larger Dior and LVMH ecosystem that reported strong multi-billion-euro revenues in 2024.

Dior Couture itself contributes major growth in fashion and leather goods.

Who Runs Dior Today

Jonathan Anderson, Creative Lead for womenswear and couture.

Delphine Arnault, CEO of Christian Dior Couture.

Latest Moves

Leadership refresh in 2025, new retail experiences, and stronger focus on luxury leather goods, beauty and flagship upgrades.

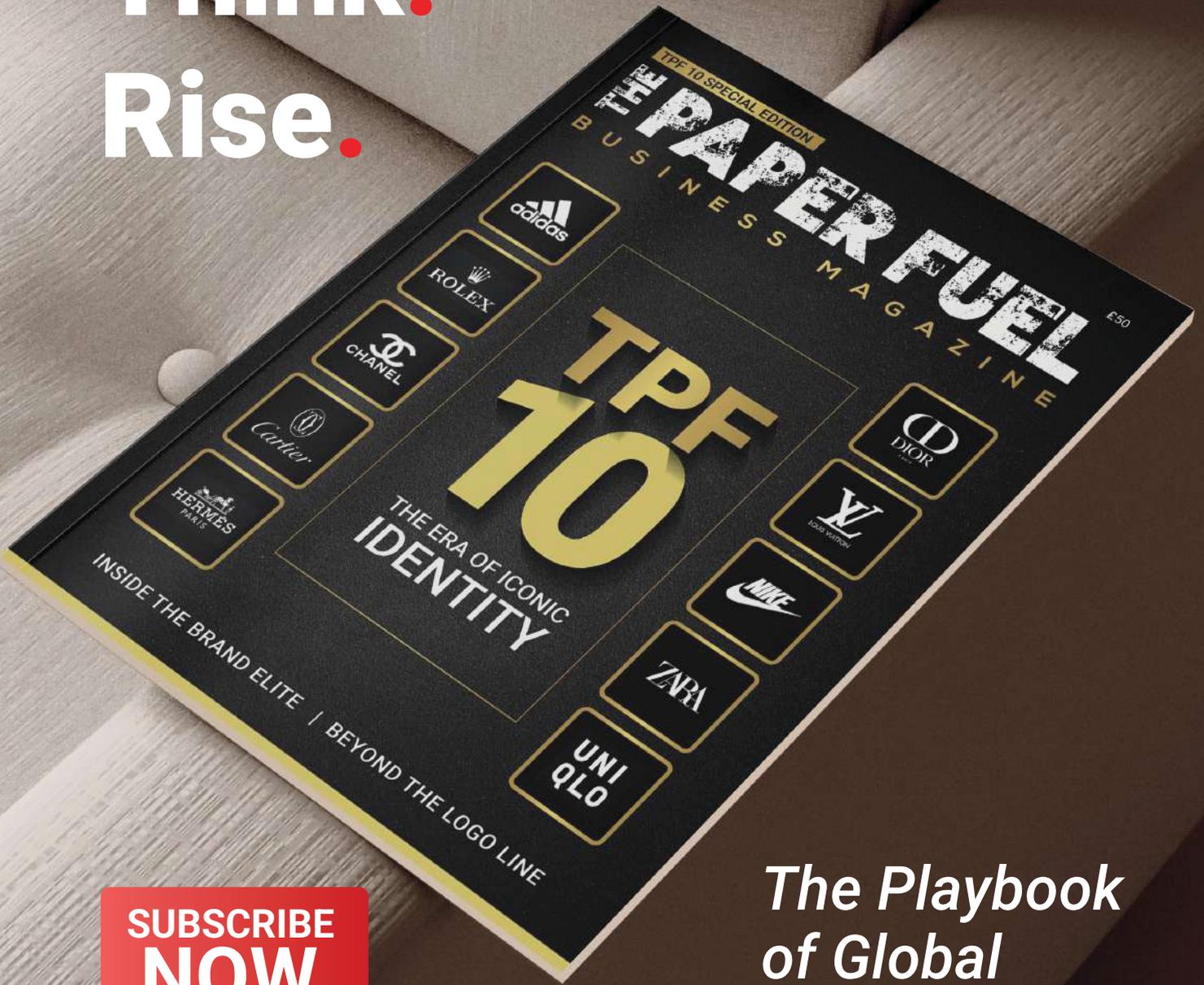
Why It Matters Now

Dior blends heritage and pop-culture relevance, sets global fashion trends, and continues to be a key growth driver in luxury.

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*The Playbook
of Global
Dominance*