

## Survival of the Fittest in Luxury and Fashion July 2021

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Key findings

Luxury and fashion industries are set for a strong rebound post-pandemic

Survival of the Fittest in Luxury and Fashion

Exploring Survival of the Fittest in Luxury and Fashion

Survival of the Fittest in Luxury and Fashion in-depth

Risk Mitigation

Mergers and Acquisitions

Divestments

Versatile Business Models

Survival of the Fittest in Luxury and Fashion in focus

Companies are meeting the needs of consumers using various strategies

Risk Mitigation: Schutz launches Live In Schutz for "at-home fashion" Risk Mitigation: Inditex to close smaller and underperforming stores

M&A: LVMH Group acquires Tiffany & Co for USD15.8 billion

M&A: Nordstrom-Asos joint venture Divestments: adidas divests Reebok

Versatile Business Models: Gucci introduces its first NFT virtual sneakers

Survival of the Fittest in Luxury and Fashion

Key industry takeaways Challenges to overcome

Become tomorrow's next leader

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