

# Europe Luxury Apparels Market (2017 - 2023)

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## Abstracts

Luxury apparels can be simply defined as garments or attire that compliments a person's overall appearance. The type of rich fabric used in the manufacturing of the attire gives the luxurious or classy look to an outfit. Luxury apparels have become a necessity in the modern fashionable world. Wide ranges of luxury options are available for casual as well as in fashion wear; one can select the attire as per the occasion. Traditional fabric such as pure cotton and silk are some of the popular types of luxury fabrics. From a business and brand point of view, dresses that are made up of high quality and creative designs could attract more customers.

Social media and online retailing platforms have turned into the best ways of promoting brands. New designers and brands have now started approaching customers with the help of chat apps. In May 2017, China's Tencent Holdings started promoting its luxury fashion brand through its WeChat app. Britain's Burberry Group and France's Longchamp have also started selling its clothes and hand bags on WeChat app. Other market competitors are also coming up with online promotions of their brands. Marketing through social media platforms would ultimately result in better customer engagement.

Based on the Mode of Sales, the Luxury Apparels market is segmented into Online and Offline. Based on End Users, the market is segmented into Men and Women. Based on Materials, the market is segmented into Cotton, Silk, Leather, and Denim. Based on Country, Luxury Apparels market is segmented into Germany, UK, France, Russia, Spain, Italy and Rest of Europe. UK and Germany would witness promising CAGR during the forecast period (2017-2023).

The report covers the analysis of key stake holders of the Luxury Apparels market. Key companies profiled in the report include Ralph Lauren Corporation, LVMH, Burberry Group Plc, PVH (TOMMY HILFINGER USA INC.), Nike, Inc., Giorgio Armani S.P.A,

Hermes International, Inc., Michael Kors Holdings Limited, Kering (Gucci), and Hugo Boss AG.

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