

North America 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. Additionally, luxury brands also play a major role in contributing to the demand of luxury apparels. Different consumers prefer different luxury apparels, some prefer classy look and some prefer rich traditional look. Some consumers also demand counterfeit products which are a look alike of the original luxury designs. Therefore, luxury brands develop different fashion products to address consumer's needs.

Online sales of luxury apparels have gained popularity, especially among the younger crowd. It has been observed that younger generation spends more on buying clothing, both from offline and online channels. They also get easily influenced by what is said and presented online. Therefore, companies are reshaping their marketing concepts with the online sales of their products.

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 US, Canada, Mexico and Rest of North America. US remained the dominant Country in the North America Luxury Apparels market in 2016. Canada 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 HILFIGER USA INC.), Nike, Inc., Giorgio Armani S.P.A, Hermes International, Inc., Michael Kors Holdings Limited, Kering (Gucci), and Hugo Boss AG.

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 North America Luxury Apparels Market, by Mode of Sales
 - 1.4.2 North America Luxury Apparels Market, by End Users
 - 1.4.3 North America Luxury Apparels Market, by Materials
 - 1.4.4 North America Luxury Apparels Market, by Countries
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
- 2.2 Drivers and Restraints
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. NORTH AMERICA LUXURY APPAREL MARKET

- 3.1 North America Luxury Apparel Market by Mode of Sale
 - 3.1.1 North America Online Luxury Apparel Market by Country
 - 3.1.2 North America Offline Luxury Apparel Market by Country

CHAPTER 4. NORTH AMERICA LUXURY APPAREL MARKET BY END USER

- 4.1 Introduction
 - 4.1.1 North America Men Luxury Apparel Market by Country
 - 4.1.2 North America Women Luxury Apparel Market by Country

CHAPTER 5. NORTH AMERICA LUXURY APPAREL MARKET BY MATERIAL

- 5.1 Introduction
 - 5.1.1 North America Cotton Luxury Apparel Market by Country
 - 5.1.2 North America Silk Luxury Apparel Market by Country
 - 5.1.3 North America Leather Luxury Apparel Market by Country

5.1.4 North America Denim Luxury Apparel Market by Country

CHAPTER 6. NORTH AMERICA LUXURY APPAREL MARKET BY COUNTRY

6.1 Introduction

6.2 US Luxury Apparel Market

6.2.1 US Luxury Apparel Market by Mode of Sale

6.2.2 US Luxury Apparel Market by End User

6.2.3 US Luxury Apparel Market by Material

6.3 Canada Luxury Apparel Market

6.3.1 Canada Luxury Apparel Market by Mode of Sale

6.3.2 Canada Luxury Apparel Market by End User

6.3.3 Canada Luxury Apparel Market by Material

6.4 Mexico Luxury Apparel Market

6.4.1 Mexico Luxury Apparel Market by Mode of Sale

6.4.2 Mexico Luxury Apparel Market by End User

6.4.3 Mexico Luxury Apparel Market by Material

6.5 Rest of North America Luxury Apparel Market

6.5.1 Rest of North America Luxury Apparel Market by Mode of Sale

6.5.2 Rest of North America Luxury Apparel Market by End User

6.5.3 Rest of North America Luxury Apparel Market by Material

CHAPTER 7. COMPANY PROFILES

7.1 Ralph Lauren Corporation

7.1.1 Company Overview

7.1.2 Financial Analysis

7.1.3 Regional Analysis

7.2 LVMH

7.2.1 Company Overview

7.2.2 Financial Analysis

7.2.3 Segmental and Regional Analysis

7.3 Burberry Group Plc

7.3.1 Company Overview

7.3.1 Financial Analysis

7.3.2 Segmental and Regional Analysis

7.4 PVH (TOMMY HILFIGER USA INC.)

7.4.1 Company Overview

7.4.2 Financial Analysis

- 7.4.3 Segmental and Regional Analysis
- 7.5 Nike, Inc.
 - 7.5.1 Company Overview
 - 7.5.2 Financial Analysis
 - 7.5.3 Segmental and Regional Analysis
- 7.6 Giorgio Armani S.P.A
 - 7.6.1 Company Overview
- 7.7 Hermes International, Inc.
 - 7.7.1 Company Overview
 - 7.7.2 Financial Analysis
 - 7.7.3 Segmental and Regional Analysis
- 7.8 Michael Kors Holdings Limited
 - 7.8.1 Company Overview
 - 7.8.2 Financial Analysis
 - 7.8.3 Segmental and Regional Analysis
- 7.9 Kering (Gucci)
 - 7.9.1 Company Overview
 - 7.9.2 Financial Analysis
 - 7.9.3 Segmental Analysis
- 7.1 Hugo Boss AG
 - 7.10.1 Company Overview
 - 7.10.2 Financial Analysis
 - 7.10.3 Regional Analysis
 - 7.10.4 Research & Development Expense

List Of Tables

LIST OF TABLES

- Table 1 NORTH AMERICA LUXURY APPAREL MARKET, 2013 - 2016, USD MILLION
- Table 2 NORTH AMERICA LUXURY APPAREL MARKET, 2017 - 2023, USD MILLION
- Table 3 NORTH AMERICA LUXURY APPAREL MARKET BY MODE OF SALE, 2013 - 2016, USD MILLION
- Table 4 NORTH AMERICA LUXURY APPAREL MARKET BY MODE OF SALE, 2017 - 2023, USD MILLION
- Table 5 NORTH AMERICA ONLINE LUXURY APPAREL MARKET BY COUNTRY, 2013 - 2016, USD MILLION
- Table 6 NORTH AMERICA ONLINE LUXURY APPAREL MARKET BY COUNTRY, 2017 - 2023, USD MILLION
- Table 7 NORTH AMERICA OFFLINE LUXURY APPAREL MARKET BY COUNTRY, 2013 - 2016, USD MILLION
- Table 8 NORTH AMERICA OFFLINE LUXURY APPAREL MARKET BY COUNTRY, 2017 - 2023, USD MILLION
- Table 9 NORTH AMERICA LUXURY APPAREL MARKET BY END USER, 2013 - 2016, USD MILLION
- Table 10 NORTH AMERICA LUXURY APPAREL MARKET BY END USER, 2017 - 2023, USD MILLION
- Table 11 NORTH AMERICA MEN LUXURY APPAREL MARKET BY COUNTRY, 2013 - 2016, USD MILLION
- Table 12 NORTH AMERICA MEN LUXURY APPAREL MARKET BY COUNTRY, 2017 - 2023, USD MILLION
- Table 13 NORTH AMERICA WOMEN LUXURY APPAREL MARKET BY COUNTRY, 2013 - 2016, USD MILLION
- Table 14 NORTH AMERICA WOMEN LUXURY APPAREL MARKET BY COUNTRY, 2017 - 2023, USD MILLION
- Table 15 NORTH AMERICA LUXURY APPAREL MARKET BY MATERIAL, 2013 - 2016, USD MILLION
- Table 16 NORTH AMERICA LUXURY APPAREL MARKET BY MATERIAL, 2017 - 2023, USD MILLION
- Table 17 NORTH AMERICA COTTON LUXURY APPAREL MARKET BY COUNTRY, 2013 - 2016, USD MILLION
- Table 18 NORTH AMERICA COTTON LUXURY APPAREL MARKET BY COUNTRY, 2017 - 2023, USD MILLION
- Table 19 NORTH AMERICA SILK LUXURY APPAREL MARKET BY COUNTRY, 2013 -

2016, USD MILLION

Table 20 NORTH AMERICA SILK LUXURY APPAREL MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 21 NORTH AMERICA LEATHER LUXURY APPAREL MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 22 NORTH AMERICA LEATHER LUXURY APPAREL MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 23 NORTH AMERICA DENIM LUXURY APPAREL MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 24 NORTH AMERICA DENIM LUXURY APPAREL MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 25 NORTH AMERICA LUXURY APPAREL MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 26 NORTH AMERICA LUXURY APPAREL MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 27 US LUXURY APPAREL MARKET, 2013 - 2016, USD MILLION

Table 28 US LUXURY APPAREL MARKET, 2017 - 2023, USD MILLION

Table 29 US LUXURY APPAREL MARKET BY MODE OF SALE, 2013 - 2016, USD MILLION

Table 30 US LUXURY APPAREL MARKET BY MODE OF SALE, 2017 - 2023, USD MILLION

Table 31 US LUXURY APPAREL MARKET BY END USER, 2013 - 2016, USD MILLION

Table 32 US LUXURY APPAREL MARKET BY END USER, 2017 - 2023, USD MILLION

Table 33 US LUXURY APPAREL MARKET BY MATERIAL, 2013 - 2016, USD MILLION

Table 34 US LUXURY APPAREL MARKET BY MATERIAL, 2017 - 2023, USD MILLION

Table 35 CANADA LUXURY APPAREL MARKET, 2013 - 2016, USD MILLION

Table 36 CANADA LUXURY APPAREL MARKET, 2017 - 2023, USD MILLION

Table 37 CANADA LUXURY APPAREL MARKET BY MODE OF SALE, 2013 - 2016, USD MILLION

Table 38 CANADA LUXURY APPAREL MARKET BY MODE OF SALE, 2017 - 2023, USD MILLION

Table 39 CANADA LUXURY APPAREL MARKET BY END USER, 2013 - 2016, USD MILLION

Table 40 CANADA LUXURY APPAREL MARKET BY END USER, 2017 - 2023, USD MILLION

Table 41 CANADA LUXURY APPAREL MARKET BY MATERIAL, 2013 - 2016, USD MILLION

Table 42 CANADA LUXURY APPAREL MARKET BY MATERIAL, 2017 - 2023, USD MILLION

Table 43 MEXICO LUXURY APPAREL MARKET, 2013 - 2016, USD MILLION

Table 44 MEXICO LUXURY APPAREL MARKET, 2017 - 2023, USD MILLION

Table 45 MEXICO LUXURY APPAREL MARKET BY MODE OF SALE, 2013 - 2016, USD MILLION

Table 46 MEXICO LUXURY APPAREL MARKET BY MODE OF SALE, 2017 - 2023, USD MILLION

Table 47 MEXICO LUXURY APPAREL MARKET BY END USER, 2013 - 2016, USD MILLION

Table 48 MEXICO LUXURY APPAREL MARKET BY END USER, 2017 - 2023, USD MILLION

Table 49 MEXICO LUXURY APPAREL MARKET BY MATERIAL, 2013 - 2016, USD MILLION

Table 50 MEXICO LUXURY APPAREL MARKET BY MATERIAL, 2017 - 2023, USD MILLION

Table 51 REST OF NORTH AMERICA LUXURY APPAREL MARKET, 2013 - 2016, USD MILLION

Table 52 REST OF NORTH AMERICA LUXURY APPAREL MARKET, 2017 - 2023, USD MILLION

Table 53 REST OF NORTH AMERICA LUXURY APPAREL MARKET BY MODE OF SALE, 2013 - 2016, USD MILLION

Table 54 REST OF NORTH AMERICA LUXURY APPAREL MARKET BY MODE OF SALE, 2017 - 2023, USD MILLION

Table 55 REST OF NORTH AMERICA LUXURY APPAREL MARKET BY END USER, 2013 - 2016, USD MILLION

Table 56 REST OF NORTH AMERICA LUXURY APPAREL MARKET BY END USER, 2017 - 2023, USD MILLION

Table 57 REST OF NORTH AMERICA LUXURY APPAREL MARKET BY MATERIAL, 2013 - 2016, USD MILLION

Table 58 REST OF NORTH AMERICA LUXURY APPAREL MARKET BY MATERIAL, 2017 - 2023, USD MILLION

Table 59 KEY INFORMATION – RALPH LAUREN CORPORATION

Table 60 KEY INFORMATION – LVMH

Table 61 KEY INFORMATION – BURBERRY GROUP PLC

Table 62 KEY INFORMATION – PVH (TOMMY HILFIGER USA INC.)

Table 63 KEY INFORMATION – NIKE, INC.

Table 64 KEY INFORMATION – GIORGIO ARMANI S.P.A

Table 65 KEY INFORMATION – HERMES INTERNATIONAL, INC.

Table 66 KEY INFORMATION – MICHAEL KORS HOLDINGS LIMITED

Table 67 KEY INFORMATION – KERING (GUCCI)

Table 68 KEY INFORMATION – HUGO BOSS AG

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