

# Fashion businesses

[Business](#)



- 1) The key reasons for Paris not producing popular fashion brands include lack of relevant and pertinent education which can help designers to learn to manage all aspects of business including marketing and finances. Apart from this, Paris is a hub of established brands in the world- a factor which is not allowing young designers and creative persons to actually become famous amid tough competition from top brands.
- 2) Big brands such as Givenchy are important for fashion industry in Paris because they can offer patronage and financial support to the new designers besides offering them financial support. However, due to their sheer market power and financial muscle, they may be too competitive for new designers to become famous amid a marketplace which is already filled by the giants like Givenchy.
- 3) Though France may not be producing more famous brands but it has not certainly lost its edge over producing creative geniuses. There are still new designers like Alexis Mabille who are the product of the same competitive landscape and are making their mark in the fashion world. What is lacking however is the commercial brand power of the new designers to actually make their name known to the industry in shortest possible time.
- 4) In order to revive its dominance on the fashion world, France needs to update the way young designers and creative persons are being educated in the trade. Besides, it needs to encourage the new talent through financial support and international exposure at other leading fashion hubs of the world.