

STRENGTHS

Unique and edgy designs
Strong focus on individuality
and self-expression

High-quality, limited
edition pieces

WEAKNESSES

Limited distribution channels

Higher price point compared
to some competitors

Limited range of sizes
Relatively new brand with
less brand recognition

OPPORTUNITIES

Growing market for
streetwear fashion

Opportunities for
collaborations with artists

Expansion into new markets

Partnerships with retailers to
increase distribution

THREATS

Intense competition in the
streetwear fashion industry

Changing consumer trends

Economic downturns/other
external factors impacting
consumer spending

Potential negative publicity

SWOT ANALYSIS