

# *Liberty of London*



# Introduction

The Liberty of London case focuses on the issues and choices available to one of UK's foremost exquisite fashion and luxury retail brands. The fabric retailer Liberty of London has always been famous for its historic and unique patterns appeals to a broad customer base.

# *Background and Challenges*

**Liberty of London has been associated with quality textiles and fashion for many years now. Over time, it became apparent that this company had a number of problems such as growing competition on the market, changes in customer demands, and the popularity of Internet stores.**



# *Strategic Analysis*

**They have exposed Liberty main areas of operational weakness such as lack of operational efficiency, lack of online platform for operations and shifting customer characteristics. A major feature of the solution circle focuses on the need to adopt a multifaceted approach to sustaining the brand's differentiation advantage while concurrently improving operational flexibility. Key recommendations include:**

# Conclusion

Ensuring there is incorporation of tradition whilst at the same time embracing change is the Liberty of London case. This solution establishes that the concept of strategic agility is valuable, particularly in the current fast-evolving market, to perpetuate the existence of the brand in the luxury retail industry.

# Resource

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