



Luxury Brands in China Power Ranking & Top Cases 2023

Contents

Introduction	02
About Luxe.CO	03
About "Luxury Brands in China Power Ranking"	05
Top 20 in China Power Ranking 2023	07
Top 20 Brands' Overall Score	09
Category Distribution of Top 10 Brands' Activities	10
Top 20 New Entrants (2023 vs. 2022)	12
Brands with the Most Significant Rise (2023 vs. 2022)	13
Parent Companies of Top 20 Brands	14
The Cities that Launched the Most Luxury Brand "First Stores" in 2023	15
Distribution of Luxury Brand "First Stores" in 2023	16
Top 11 Cities with the Most "First Stores" Opened in 2023	17
Number and Distribution of New Store Openings in China	20
Top Brand Cases in China's Luxury Market	25
Previous Power Rankings Overview	57
About Tong.Luxe.CO	58
Luxe.CO Intelligence's Reports on the Luxury Goods Industry and Brands	59

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Introduction

As **Luxe.CO** celebrates its tenth anniversary, the “**Luxury Brands in China Power Ranking**” has come to the third year.

Backed by our proprietary industry database and proven research capabilities, this unique “Power Ranking” produced by Luxe.CO provides a comprehensive overview of the latest development of almost ALL major luxury brands in China market over the past year.

Based on the continuous tracking and collection of data and cases, this unique report offers an objective and systematic summary and analysis of the various activities carried out by the luxury brands ; while the “ranking” , calculated by taking into consideration both the intensity and the importance of the activities, outlines a vivid picture of these brands in terms of strategic focus and level of investments in China luxury market.

The trends and best practices revealed in this report are not only crucial for luxury brands but also hold significant reference value for the broader fashion value chain, including commercial real estate, high-end retailers, public relations and advertising companies, as well as other Chinese and overseas brand companies.

“People tend to forget that China is still a young market,” said the global CEO of a luxury brand during conversation with Luxe.CO. We resonate with this sentiment:

On the one hand, the **“youthfulness”** of the China market signifies vibrancy, dynamism, opportunities, and possibilities. The rapid growth of the luxury goods industry in China in recent years has fully validated this.

On the other hand, the “youthfulness” of the China market also implies more “uncertainty.” Brand building is still in its early stages, market penetration is relatively shallow, and the “brand power” is yet to be firmly established. The target demographics are always evolving. The mindset and behavior patterns of local consumers, especially the young ones, are constantly shifting — the center of attention, means and routes of consumption and communication ...

To keep up with this “young” and “uncertain” market of such a magnitude, luxury brands can not merely hold on to the status quo but constantly renew their efforts on different aspects as retail expansion/upgrading, content development, communication and customer relations.

Executives at the headquarter of luxury brands should always keep China at the top of their agenda, and proactively adjust their strategy and tactics in line with the ever-evolving landscape. Through continuous learning and innovation, they must work closely with the local team to maintain and enhance the brand's **“visibility,” “vitality,”** and **“relevance”** in the China market.

The effectiveness of these investments should not only be evaluated and judged based on short-term sales data but also on the impacts on the **“awareness,” “reputation”** and **“desirability”** of the brands among Chinese consumers over a much longer period of time — which are critical in acquiring **genuine pricing power** and ensuring **sustainable growth** for the brand.

With this latest version of the “Luxury Brands in China Power Ranking 2023,” you will gain a clear understanding of which luxury brands have increased investments in China in the challenging year of 2023 and find out where they specifically directed their efforts. Also, you will know which cities opened the most new luxury brand stores, and what best brand practices are worth referencing and learning from.

As seen from the many CEO interviews on Luxe.CO, almost all major global luxury brands have expressed their confidence in the future of China luxury market. Even as the global luxury market expects a rather “mild” year of 2024, the China market will most likely remain busy and bustling.

If you wish to explore more data, information, and research reports about the luxury goods industry and specific brands, please visit the **Luxe.CO website or app**.

About Luxe.CO

Founded in 2013 and honed over a decade, **Luxe.CO** has become an iconic IP across the world of fashion and finance. It serves as the "**ultimate destination**" for discerning readers seeking comprehensive business and financial information on luxury, fashion and lifestyle sectors. It is also the "preferred platform" for fashion and luxury business leaders to make their voices heard in China.



Over the past decade, we have diligently documented all major investments and M&A deals in the domestic and international fashion industry, offering professional interpretations and in-depth analyses by our in-house analysts.



We've engaged in conversations with a large number of global fashion and luxury executives, founders, and family heirs, capturing their valuable views and opinions.



We've been building the world's most extensive "brand database" with over 5,000 brands included so far. The nearly 30,000 high-quality articles on **Luxe.CO** cover luxury, fashion, beauty, sports, outdoor, home, travel, and wellness sectors, with almost all major business and financial events recorded.



We have the largest collection of financial reports on domestic and international fashion and luxury companies (listed and private), along with a vast array of industry research reports, including original reports produced by "LuxeCO Intelligence" and carefully selected third-party reports.

By consistently delivering a spectrum of high-quality fashion business and financial contents over the past decade, Luxe.CO has attracted China's most valuable users characterized by high income, high spending, high education, and high sensibility.



Luxury Brands in China Power Ranking 2023



Luxury Brands in China Power Ranking

About "Luxury Brands in China Power Ranking"

Luxury brands and the luxury industry have been the main focus of research and media coverage for Luxe.CO since its inception in 2013.

In May 2020, we issued the first "Luxury Brand Bi-weekly Reports" ; one and half year later, we produced the first **"Luxury Brands in China Power Ranking"** for the year of 2021.

The "Luxury Brands in China Power Ranking" report is the industry's first comprehensive and systematic summary and analysis on the activities carried out by major luxury brands in the China market regarding channel expansion and brand marketing.

This report covers brand activities in ten main categories, including visual communication, brand spokespersons/ambassadors, brand collaborations, creative partnerships, cross-industry activities, retail stores and pop-up events, fashion shows in China, digital marketing and e-commerce, brand exhibitions, and others. There are a number of subtypes under each main category.

For each subtype, a weighting factor is assigned to reflect its relative importance and magnitude.

The power ranking for each brand is generated based on the number and type of activities carried out by the brand in the China market.

"Luxury Brands in China Power Ranking 2023" covers the period from January 1st to December 31st, 2023, with **953** activities from **104** luxury brands recorded.

(Please note: This report does not include brand activities related to beauty, skincare, and fragrance.)

The scoring for the Power Ranking is calculated based on data collected by Luxe.CO on the marketing activities and channel expansion efforts of major luxury brands in the China market in 2023. Different weighting factors are assigned to different subtypes of brand activities based on their importance and magnitude. For example, the weight for a grand exhibition is higher than a regular exhibition, and the weight for a nationwide first store opening is higher than that of a city's first store opening, with first stores in first-tier cities carrying higher weight than those in second-tier cities, and so on.

*(*Please note: This report does not include brand activities related to beauty, skincare, and fragrance.)*

The "Luxury Brand China Power Rankings" encompass activities in ten main categories, with various subtypes under each category:


- 1. Store Expansion:** Global flagship store openings, nationwide flagship store openings, city flagship store openings, other new store openings, significant store renovations.
- 2. Brand Exhibitions:** Large-scale brand exhibitions, regular brand exhibitions, brand city tours.
- 3. Fashion Shows:** Offline fashion shows held in China.
- 4. Collaborations:** Collaborations with Chinese business brands, collaborations with celebrities/KOLs/top artists, collaborations with Chinese independent designers, collaborations with international IPs, collaborations with local IPs.
- 5. Sponsorship:** Sponsorships for public welfare, cross-industry sports, cross-industry music, sponsorship of cultural and artistic events.
- 6. Creative Partnerships:** Collaborations with local artists/creative individuals.
- 7. Brand Spokespersons/Ambassadors/Friends:** Appointments of Chinese brand spokespersons, appointments of Chinese brand ambassadors, appointments of brand friends.
- 8. Visual Communication:** Publication of books/films.
- 9. Digital Marketing and E-commerce:** Online stores, interactive experiences, podcasts.
- 10. Other Brand Activities:** Customization, art installations, pop-up shops, experiential spaces.

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Luxury Brands in China Power Ranking 2023 TOP 10

Rank		Brand
1	LOUIS VUITTON	Louis Vuitton
2	DIOR	Dior
3	GUCCI	Gucci
4	VERSACE	Versace
5	PRADA	Prada
6	CELINE	Celine
7		Hermès (Tied for 7th)

Rank		Brand
7	VALENTINO	Valentino (Tied for 7th)
8	MaxMara	Max Mara
9	<i>Cartier</i>	Cartier (Tied for 9th)
9	Maison Margiela PARIS	Maison Margiela (Tied for 9th)
10	BURBERRY	Burberry (Tied for 10th)
10	BREITLING 1884	Breitling (Tied for 10th)
10	M A R N I	Marni (Tied for 10th)

Luxury Brands in China Power Ranking 2023 TOP 20

Rank		Brand
1	LOUIS VUITTON	Louis Vuitton
2	DIOR	Dior
3	GUCCI	Gucci
4	VERSACE	Versace
5	PRADA	Prada
6	CELINE	Celine
7	 HERMÈS PARIS	Hermès (Tied for 7th)
7	VALENTINO	Valentino (Tied for 7th)
8	MaxMara	Max Mara
9	Cartier	Cartier (Tied for 9th)
9	Maison Margiela PARIS	Maison Margiela (Tied for 9th)
10	BURBERRY	Burberry (Tied for 10th)
10	BREITLING 1884	Breitling (Tied for 10th)
10	M A R N I	Marni (Tied for 10th)
11	TIFFANY & Co.	Tiffany & Co.

Rank		Brand
12	qeelin	Qeelin
13	BVLGARI	BVLGARI (Tied for 13th)
13	LOEWE	Loewe (Tied for 13th)
14	FENDI	Fendi
15		Chopard
16	 VACHERON CONSTANTIN 1755	Vacheron Constantin
17	DE BEERS	De Beers Jewellers (Tied for 17th)
17	Van Cleef & Arpels	Van Cleef & Arpels (Tied for 17th)
18	 BLANCPAIN 1838	Blancpain (Tied for 18th)
18	BOTTEGA VENETA	Bottega Veneta (Tied for 18th)
18	Chloé	Chloé (Tied for 18th)
18	CHAUMET PARIS	CHAUMET (Tied for 18th)
18	CHANEL	Chanel (Tied for 18th)
19	JIL SANDER	Jil Sander
20	LONGINES	Longines

Top 20 Brands' Overall Score

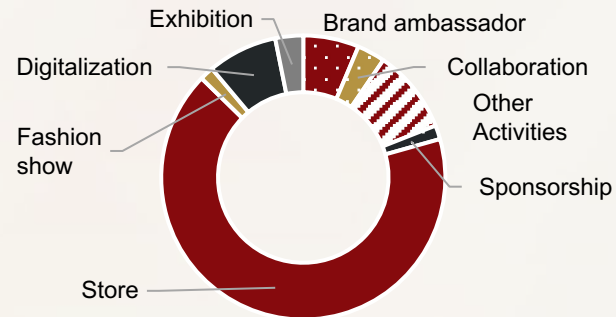
Rank	Brand	Score	Rank	Brand	Score
1	Louis Vuitton	182	12	Qeelin	54
2	Dior	110	13	BVLGARI	51
3	Gucci	97	13	Loewe	51
4	Versace	71	14	Fendi	47
5	Prada	67	15	Chopard	46
6	Celine	65	16	Vacheron Constantin	45
7	Valentino	64	17	De Beers Jewellers	44
7	Hermès	64	17	Van Cleef & Arpels	44
8	Max Mara	61	18	Blancpain	43
9	Cartier	60	18	Bottega Veneta	43
9	Maison Margiela	60	18	Chloé	43
10	Burberry	58	18	CHAUMET	43
10	Breitling	58	18	Chanel	43
10	Marni	58	19	Jil Sander	40
11	Tiffany & Co.	55	20	Longines	37

Category Distribution of Top 10 Brands' Activities

TOP 1

Louis Vuitton

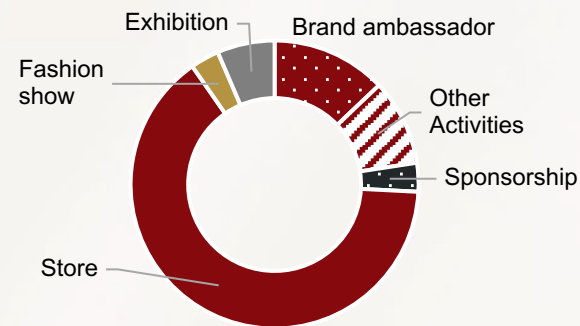
No. of Activities: 63



TOP 2

Dior

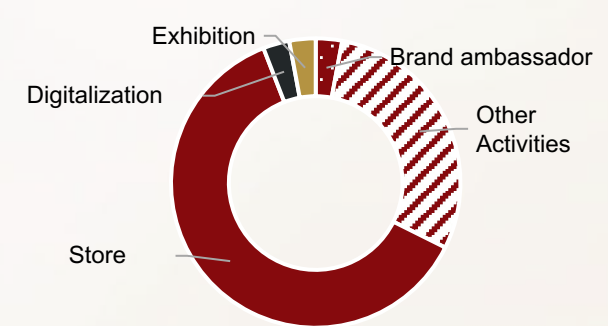
No. of Activities: 31



TOP 3

Gucci

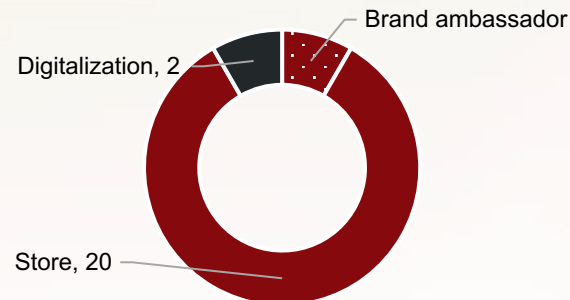
No. of Activities: 34



TOP 4

Versace

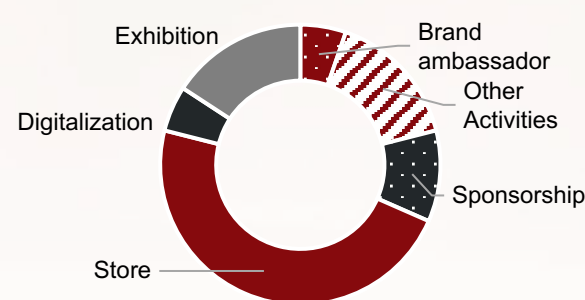
No. of Activities: 24



TOP 5

Prada

No. of Activities: 19



TOP 6

Celine

No. of Activities: 25



Category Distribution of Top 10 Brands' Activities

TOP 7 Valentino

(Tied for 7th)

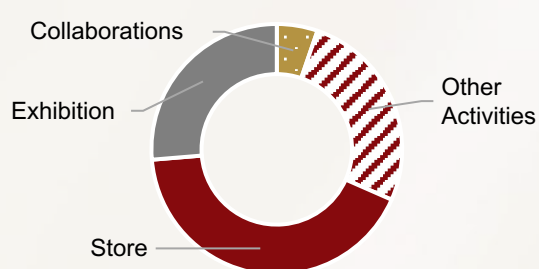
No. of Activities: 21



TOP 7 Hermès

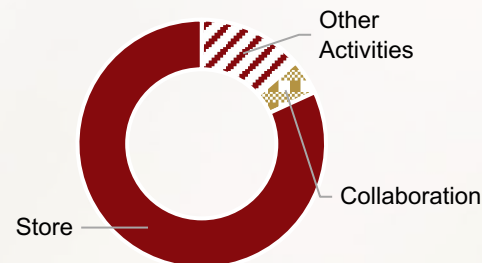
(Tied for 7th)

No. of Activities: 19



TOP 8 Max Mara

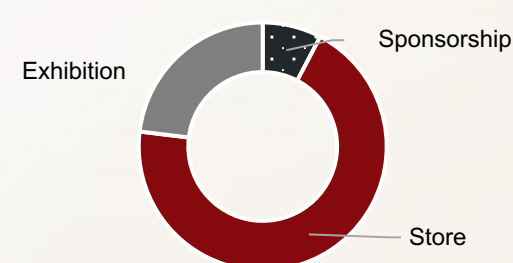
No. of Activities: 22



TOP 9 Cartier

(Tied for 9th)

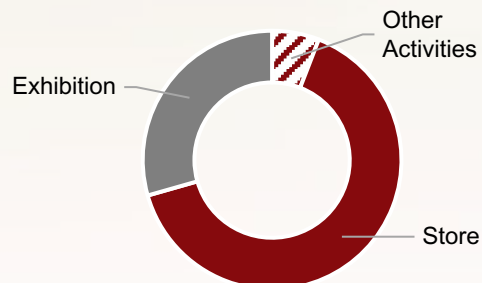
No. of Activities: 13



TOP 9 Maison Margiela

(Tied for 9th)

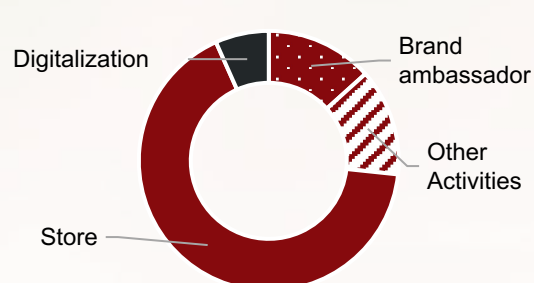
No. of Activities: 17



TOP 10 Burberry

(Tied for 10th)

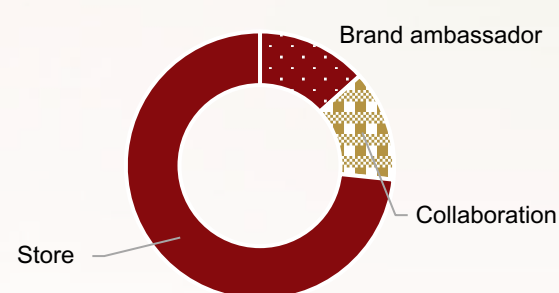
No. of Activities: 15



TOP 10 Breitling

(Tied for 10th)

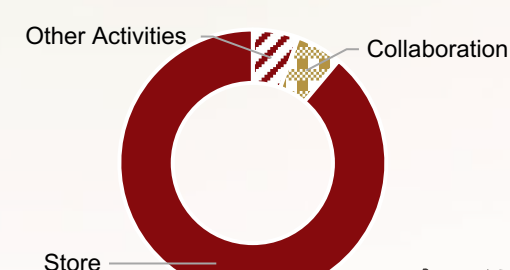
No. of Activities: 15



TOP 10 Marni

(Tied for 10th)

No. of Activities: 18



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Top 20 New Entrants (2023 vs 2022)

TOP 4
VERSACE
Versace

TOP 10
BREITLING
1884
Breitling

TOP 15
Chopard
Chopard

TOP 18
JB 1735
BLANCPAIN
MANUFACTURE DE HAUTE HORLOGERIE
宝珀
Blancpain

TOP 18
BOTTEGA VENETA
Bottega Veneta

TOP 18
Chloé
Chloé

TOP 18
CHAUMET
PARIS
CHAUMET

TOP 19
JIL SANDER
Jil Sander

TOP 20
LONGINES
Longines

Brands with the Most Significant Rise (2023 vs. 2022)

VERSACE

Versace

↑ 36

NO.4

BREITLING
1884

Breitling

↑ 34

NO.10

HARRY WINSTON

Harry Winston

↑ 22

NO.25

LONGINES

Longines

↑ 22

NO.20

**Ω
OMEGA**

Omega

↑ 19

NO.25

CURIEL
MILANO

Curiel

↑ 18

NO.30

Glashütte
ORIGINAL

Glashütte Original

↑ 17

NO.24

Chopard

Chopard

↑ 16

NO.15


ROLEX

Rolox

↑ 15

NO.32

GIVENCHY

Givenchy

↑ 14

NO.27

Parent Companies of Top 20 Brands

Parent Company	Brand (Rank)
LVMH	BVLGARI (13)
	Celine (6)
	CHAUMET (18)
	Dior (2)
	Fendi (14)
	Loewe (13)
	Louis Vuitton (1)
	Tiffany & Co. (11)
Richemont	Cartier (9)
	Chloé (18)
	Vacheron Constantin (16)
	Van Cleef & Arpels (17)
Kering	Bottega Veneta (18)
	Gucci (3)
	Qeelin (12)

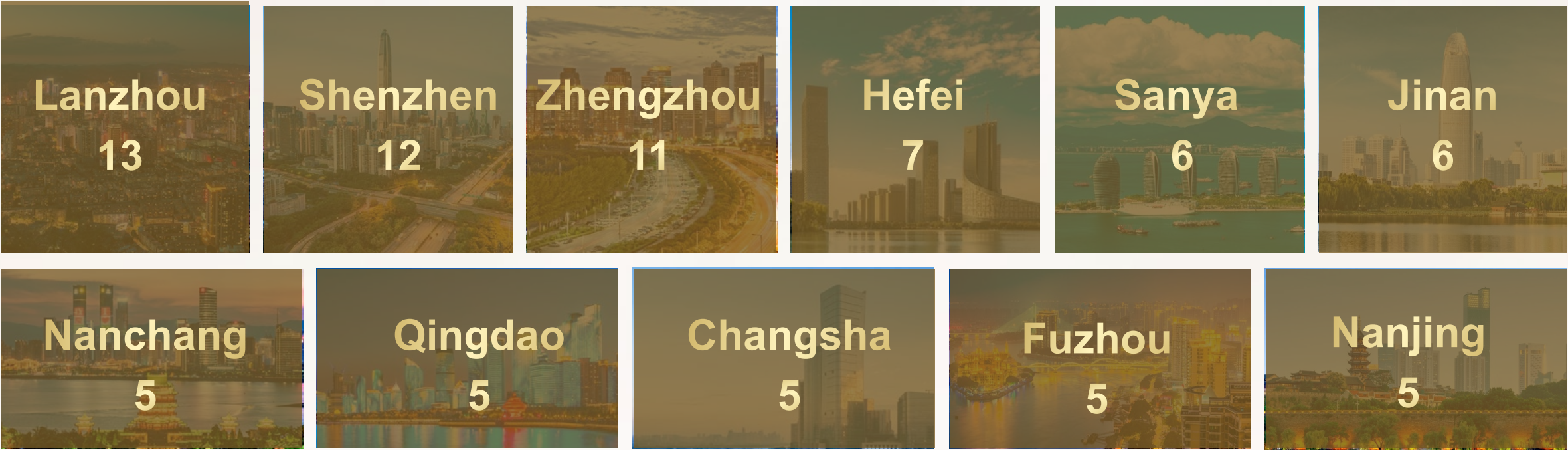
Parent Company	Brand (Rank)
OTB	Jil Sander (19)
	Maison Margiela (9)
	Marni (10)
Swatch	Blancpain (18)
	Longines (20)
Breitling	Breitling (10)
Burberry	Burberry (10)
Capri	Versace (4)
De Beers Group	De Beers Jewellers (17)
Hermès	Hermès (7)
Mayhoola For Investments	Valentino (7)
Max Mara	Max Mara (8)
Prada	Prada (5)
Scheufele Family	Chopard (15)
Wertheimer Family	Chanel (18)

Ranked by the number of brands from each group and sorted alphabetically within each group.

The Cities that Launched the Most Luxury Brand "First Stores" in 2023

In 2023, a total of 277 new stores were opened, with **62 luxury brands** launching **112** of these as their first stores or first stores in specific cities.

This indicates a prevailing trend among luxury brands to expand into non-first-tier cities.
The top 11 cities with the highest number of luxury brand "first stores" opened in 2023 are:



Distribution of Luxury Brand "First Stores" in 2023

City	No. of Stores Opened	City	No. of Stores Opened	City	No. of Stores Opened
Lanzhou	13	Hangzhou	4	Beijing	1
Shenzhen	12	Dalian	4	Guangzhou	1
Zhengzhou	11	Kunming	3	World	1
Hefei	7	China	3	Chongqing	1
Sanya	6	Ningbo	3	Shenyang	1
Jinan	6	Chengdu	2	Nanning	1
Fuzhou	5	Shijiazhuang	2	Suzhou	1
Nanchang	5	Macau	1	Taiyuan	1
Qingdao	5	Haikou	1	Changzhou	1
Changsha	5				
Nanjing	5				

Top 11 Cities with the Most "First Stores" Opened (2023)

Lanzhou 13	Shenzhen 12	Zhengzhou 11	Hefei 7	Sanya 6
Blancpain Breitling Cartier Ermenegildo Zegna Glashütte Original IWC Omega Panerai Qeelin Rolex TAG Heuer Tod's Versace @Lanzhou Mixc	Blancpain- first directly managed store Canada Goose Graff @Shenzhen Bay Mixc Canali Damiani Gucci – watch& jewellery La Perla Mulberry Pomellato René Caovilla Ralph Lauren-The World of Ralph Lauren @Shenzhen Mixc Marni – Marni Market @ Shenzhen Mixc World	Blancpain Breitling Breguet CHAUMET Chanel Dior Fred Glashütte Original Longchamp Ulysse Nardin Van Cleef & Arpels @ Zhengzhou DennisDavid City	Balmain Bottega Veneta Curiel CHAUMET Christian Louboutin Etro Loewe @Hefei Yintai Centre	Buccellati Celine Dior Fred Louis Vuitton Loro Piana @Sanya Haitang Bay cdf Mall II

Top 11 Cities with the Most "First Stores" Opened in 2023

Jinan 6	Fuzhou 5	Nanchang 5	Qingdao 5	Changsha 5	Nanjing 5
Balenciaga	Bottega Veneta	Balmain	Celine	Chloé	Balmain
Breitling	BVLGARI	Burberry	Dior	Christian Louboutin	Breguet
Chopard	Cartier	Chloé	Fendi	Dunhill	Chloé
Longchamp	Celine	Etro	Ralph Lauren	Hublot	Harry Winston
TAG Heuer	Van Cleef & Arpels	Jimmy Choo	Van Cleef & Arpels	Maison Margiela	Jil Sander
Thom Browne	@Fuzhou Mixc	@Wuchang Wushang Mall	@Qingdao Hinsense Palaza	@Changsha IFS	@Nanjing Deji Palaza
@Jinan Mixc					

Luxury Brands in China Opened 4 First Stores, in China and Globally in 2023



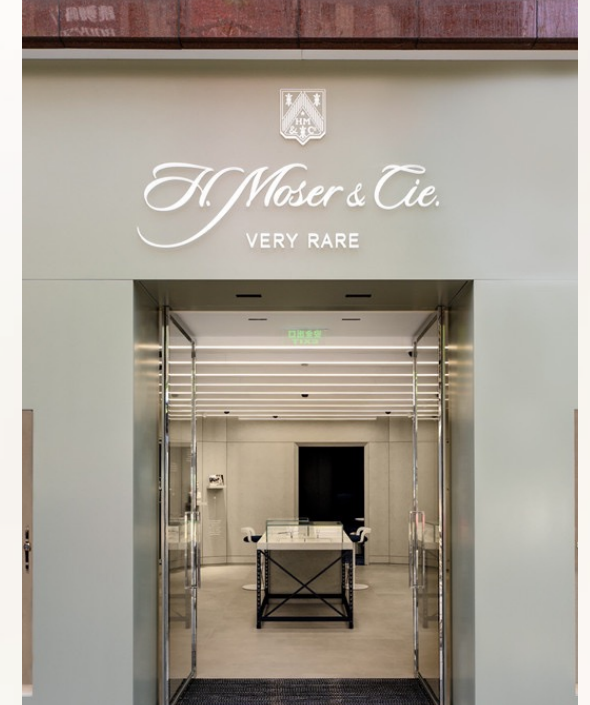
Canali has opened the world's first Caffè CANALI in Beijing's Financial Street Shopping Center.



Dior has opened its first China café, CAFÉ DIOR, in Taikoo Li, Shanghai's Xintiandi district.



FENDI has opened its third global and first Chinese flagship FENDI Casa home store at 1788 Plaza on Nanjing West Road in Shanghai.



H. Moser & Cie. has opened its first mainland China boutique on Nanjing West Road in Shanghai.

Number and Distribution of New Store Openings in China

Compared to 2022, the number of physical stores opened by luxury brands in China has increased by **45%** year-on-year.

Looking at the distribution of new store openings across cities, **luxury brands are continuing their expansions into lower-tier cities**. It's worth noting that over the past three years, the number of new luxury brand stores in non-first-tier cities has been increasing year by year.

In 2023, **74%** of store locations were in non-first-tier cities, and the number of stores increased by **68%** compared to 2022.



Note:
First-tier cities refer to Beijing, Shanghai, Guangzhou, Shenzhen, Hong Kong, Taipei, and Macau.

Which Luxury Brands Opened More Stores in 2023?

Brand	No. of Stores Opened	Brand	No. of Stores Opened	Brand	No. of Stores Opened
Maison Margiela	9	Cartier	5	Boucheron	4
Chloé	9	Christian Louboutin	5	Burberry	4
Qeelin	8	Ermenegildo Zegna	5	Canada Goose	4
Marni	8	Glashütte Original	5	CHAUMET	4
Breitling	7	Gucci	5	Etro	4
Chopard	6	Louis Vuitton	5	Fendi	4
Jil Sander	6	Max Mara	5	Dior	4
Longines	6	Omega	5	Loro Piana	4
TAG Heuer	6	Rolex	5		
Celine	6	Versace	5		
Balmain	5	Blancpain	4		
		Bottega Veneta	4		

Additionally,

10 brands opened 3 new stores.

27 brands opened 2 new stores.

27 brands opened 1 new store.

Detailed information is not provided in this table.

Cities With the Most New Store Openings in 2023



City Ranking Changes in the Number of New Store Openings (2023 vs. 2022)

Rank	City	No. of Stores Opened	City Rankings Changes	
1	Chengdu	43	Increased 1	↑
2	Shenzhen	23	Increased 1	↑
3	Beijing	18	Increased 2	↑
4	Lanzhou	16	Newly Ranked	
4	Shanghai	16	Decreased 3	↓
5	Hangzhou	14	Increased 4	↑
6	Zhengzhou	13	Increased 2	↑
7	Fuzhou	11	Newly Ranked	
7	Jinan	11	Newly Ranked	
7	Nanjing	11	Decreased 2	↓
8	Changsha	9	Newly Ranked	
8	Sanya	9	Decreased 4	↓
9	Dalian	8	Newly Ranked	
9	Haikou	8	Decreased 3	↓
10	Hefei	7	Newly Ranked	

Overview of the Number of New Store Openings and Their Distribution in Cities in 2023

City	No. of Stores Opened	City	No. of Stores Opened	City	No. of Stores Opened
Chengdu	43	Haikou	8	Macau	2
Shenzhen	23	Dalian	8	Changzhou	2
Beijing	18	Hefei	7	Nanning	2
Lanzhou	16	Hongkong	6	Shenyang	2
Shanghai	16	Guangzhou	6	Shijiazhuang	2
Hangzhou	14	Nanchang	5	Tianjin	2
Zhengzhou	13	Qingdao	5	Xiamen	1
Fuzhou	11	Wuhan	5	Taipei	1
Jinan	11	Chongqing	5	Taiyuan	1
Nanjing	11	Ningbo	4	Xi'an	1
Changsha	9	Suzhou	4	Changchun	1
Sanya	9	Kunming	3		

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Luxury Brands in China Top Cases 2023

Luxury Brands in China

Top Cases 2023

While compiling the annual Power Ranking, Luxe.CO Intelligence hand-picked 15 top cases from the 953 luxury brand activities in 2023. These cases represent the best practices of luxury brands' marketing efforts in China over the past year. For each case, we have highlighted the most important learning points and key trends reflected.

These cases are significant marks left by luxury brands as they deepen their presence in the China market , which are expected to have lasting effects on connecting with local consumers and enhancing brand power. Through the many interesting details, we could see the level of marketing investment of the brands in China and the capability of the brand's team in terms of planning, execution, and innovation.

We hope the following top cases will provide new clues, inspirations and stimulations to our readers in their own effort to build and upgrade their brands in luxury and many other different sectors.

*Note: The top cases are listed in alphabetical order of the brand's English names.

Luxury Brands in China Power Ranking 2023

Top Case

JB
1735
BLANCPAIN
MANUFACTURE DE HAUTE HORLOGERIE
宝珀

Blancpain partners with "Imaginist" to
host the 6th Blancpain Ideal Nation
Literature Award.



JB
1735
BLANCPAIN
MANUFACTURE DE HAUTE HORLOGERIE
宝珀

Case Overview

The 6th Blancpain-Imaginist Literary Prize ceremony was held in Beijing. This award was jointly initiated by the Swiss luxury watch brand Blancpain and the Chinese publishing brand Imaginist in 2018. It aims to discover and encourage outstanding young writers under the age of 45 in the field of Chinese-language literature.

The theme of this literature award was "Stand up for Complexity," with more than seventy works in contention. After a rigorous selection process, young writer Yang Zhihan won the top award of this literature award with his work "A Solid Block of Ice."

Over the course of six years, Swiss luxury watchmaker Blancpain has built a literary award from scratch in China, investing time and resources to develop it into a new and independent intellectual property.

Liao Xinjia, Vice President of Blancpain China, introduced the award at the ceremony. "We are the only award that targets young authors under 45 and accepts various novel genres."

We often see luxury brands choosing to build their image through means such as storytelling in movies, event sponsorship, and support for the arts. However, when a brand ventures into image building beyond its home market, especially when it involves a project distinct from its daily marketing efforts that requires a significant budget and effort, it becomes a rigorous test for the brand.

The brand's initial motivation is crucial when deciding what to do and how to do it. Moreover, it is even more challenging to stay committed to the initial intention and continue to invest in it once the decision is made.

Liao Xinjia explained the initial intention of the Blancpain-Imaginist Literary Prize: "First, we want to create a fresh, clean, and innovative award that conveys a sense of fairness, authority, and professionalism. Second, we want to shine a spotlight on talented young authors... We hope this literary award can last for 5 years, 10 years, 20 years."

Although the award has faced challenges in recent years, Blancpain has connected watchmaking and literature through time, and has deeply engaged with the younger generation and consumers who appreciate the humanities. This has allowed Blancpain to achieve a more comprehensive brand communication approach.



Luxury Brands in China Power Ranking 2023

Top Case

CANADA GOOSE

Canada Goose's flagship store in Sanlitun Taikoo Li, Beijing, has undergone a refreshing renovation.



CANADA GOOSE

Case Overview

Canada Goose's flagship store in Sanlitun Taikoo Li, Beijing, has reopened with a fresh new look. This store marks the brand's first entry into the mainland China market and has now expanded to become Canada Goose's largest global flagship store.

The new flagship store is located in a two-story standalone building and showcases a wide range of seasonal apparel, classic heritage products, and a rich collection of designer collaborations. The highlight of the store is the experiential aspect, featuring a low-temperature chamber that simulates icy and snowy conditions, allowing consumers to firsthand experience the superior performance of the products.

Luxe.CO Insights

In 2023, Canada Goose marked its fifth year in the Chinese market by opening new stores in cities such as Chongqing, Hangzhou, and Shenzhen. This expansion also marked its entry into the South China region with a new store in Shenzhen. With nearly 30 stores in China, the brand now boasts the largest directly operated store network globally.

As the brand ventures into broader markets, a crucial consideration is how to maintain its unique identity while being embraced by a diverse range of communities. This is a key factor in breaking through performance ceilings for the brand.

The brand's journey in the Chinese market began with its first store in Sanlitun Taikoo Li, Beijing, which has now expanded into the world's largest flagship store. The new flagship store is located in a two-story standalone building inspired by the scenic landscapes of Canada's northern wilderness. Inside, it showcases a rich array of seasonal apparel, from lightweight down jackets, rainwear, and clothing to a footwear collection.

Moreover, the store features art installations and includes a low-temperature chamber that simulates icy and snowy environments. This immersive experience covers multiple dimensions, including visuals, sound, and temperature, providing consumers with a firsthand experience of Canada Goose's outdoor heritage, product performance, and lifestyle.

Through these stores, consumers can deeply connect with Canada Goose's brand identity and the evolving aspects of the brand, serving as a bridge for communication with Chinese consumers.

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**Luxury Brands in China
Power Ranking 2023**

Top Case

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Luxury Brands in China Power Ranking 2023

Top Case

Cartier

Cartier held an "Into the Wild" exhibition with a leopard theme at the Guangzhou Postal Museum.



Cartier

Case Overview

Cartier held a leopard-themed exhibition at the Guangzhou Postal Museum. This themed exhibition featured various spaces, including the Panthere Salon, Time Corridor, Jeanne Toussaint Studio, Tunnel Room and Style Space, Master Workshop, Perfume Sensory Space, Panthere Fashion Hall, Panthere Vocabulary Index, Library, and Tea Room. These spaces showcased the origins and evolution of the leopard style over more than a century, guiding visitors to explore the enduring legend of style through multisensory interactions, multiple perspectives, and immersive experiences while experiencing a modern interpretation of the leopard spirit.

Luxe.CO Insights

In the Guangzhou Postal Museum, a century-old historic building by the Pearl River in Guangzhou, Cartier showcased the origins and evolution of the leopard style over more than a century. Through multisensory interactions, multiple perspectives, and immersive experiences, the brand embedded the iconic image of the leopard, representing the brand and its founder, in the minds of visitors.

As Chinese consumers become more familiar with luxury brand names and logos, brands are exploring ways to further refine and visualize their brand identity. While some brands emphasize and magnify certain classic/new product lines, patterns, or geometric symbols, Cartier chose to amplify the iconic IP animal image that best represents the brand and differentiates it from other brands—the leopard. This choice serves as an effective medium for the brand to continue deepening its presence in the Chinese market, solidifying consumer awareness, and fostering meaningful communication and dialogue.

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Luxury Brands in China
Power Ranking 2023

Top Case

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Luxury Brands in China Power Ranking 2023

Top Case

CHANEL

Chanel hosted its 2023/24 early spring resort collection fashion show in Shenzhen.



CHANEL

Case Overview

Following the release of the 2023/24 early spring resort collection fashion show in Los Angeles in May 2023, Chanel brought the runway to the Shenzhen Bay Sports Center to present the early spring resort show once again.

French visual artist André created the invitation and visual art posters for the event, inspired by the streets of Shenzhen. During the event, Chanel engaged the audience through various themed forums and film screenings, providing an immersive experience of the brand's core values.

Luxe.CO Insights[●]

The 2023/2024 early spring resort collection fashion show held in Shenzhen was a vibrant celebration lasting for three days. It featured a variety of activities such as lectures, film screenings, night markets, and music performances. Throughout these events, one could observe the integration of local culture in various details, reflecting the brand's strong desire to connect with its target audience. This series of event arrangements likely solidified the desire of Chanel's high-end clientele for the brand.

In fact, since May 2022, Chanel revealed plans to open more independent boutique stores (Salons Privés) catering exclusively to top-tier clients. This initiative began in early 2023, with Asia being one of the first pilot regions. In October 2023, Chanel opened an exclusive salon store in Shenzhen's MixC Mall.

In the global luxury market, Chanel's ability to control pricing is significant, and one of the key factors behind this is the balance in the brand's relationship with its customers and the long-term maintenance of emotional connections. The Shenzhen fashion show, in terms of its scale, duration, guest list, on-site atmosphere, and event details, provides valuable insights and serves as a reference for the industry.

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**Luxury Brands in China
Power Ranking 2023**

Top Case[●]

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Luxury Brands in China Power Ranking 2023

Top Case

DIOR

Dior's newly renovated flagship store at Shanghai's Plaza 66 has opened its doors. The store spans four floors and features a wide range of offerings, including ready-to-wear fashion, accessories, jewelry, watches, and fine art pieces for a luxurious shopping experience.



DIOR

Case Overview

Dior's newly renovated flagship store at Shanghai's Plaza 66 has opened its doors. The brand-new exterior, designed by Kengo Kuma and Associates, features a pleated design reminiscent of high-end tailored gowns, paying homage to the craftsmanship. The interior space spans four floors and includes ready-to-wear fashion, accessories, jewellery, watches, and fine art pieces for a luxurious shopping experience.

Luxe.CO Insights

In the past, top luxury brands, including Dior, were pioneers in expanding their presence in the Chinese market. Today, the question all luxury brands face is the level of commitment and pace at which they should invest in the Chinese market.

In China, Dior continues to expand into lower-tier cities while deepening its presence in super cities like Shanghai. The recent reopening of the flagship store in Shanghai's Plaza 66 is a prime example of this commitment. The revamped store, in terms of size, design details, and product categories, bears resemblance to Dior's flagship on 30 Montaigne Avenue.

In the Chinese market, enhancing the loyalty and brand affinity of local VIP customers (VIC) has become one of the most critical tasks for luxury brands. In this four-story, 1,700-square-meter flagship store, there are multiple VIP lounges. Such VIP spaces are a significant consideration in the ongoing upgrades of luxury brand stores. They aim to maintain the loyalty of VIC customers through more private, dedicated spaces and one-on-one services.

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INTELLIGENCE

Luxury Brands in China Power Ranking 2023

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Luxury Brands in China Power Ranking 2023

Top Case



Hermès held a petith exhibition at the Beijing China World Mall flagship store, showcasing creative works crafted by the Petith Creative Workshop.



Case Overview

Hermès hosted a petit h exhibition at its Beijing Guomao Shopping Mall flagship store, showcasing creative works crafted by the Petit h Creative Workshop. Petit h Creative Director, Godefroy de Virieu, also graced the event in person.

The exhibition space was created by the Chinese architecture firm CATS, using reeds and clay to construct a poetic environment. The products on display included a giant panda landscape trinket box, dragon-shaped bookshelves, bear-shaped shelves and benches, bento boxes, and more.

Luxury brands often use high-quality materials from top suppliers worldwide, but inevitably, there is waste in the form of scraps and leftovers during the production process.

In 2010, Hermès established the "Petit H Concept Lab" to develop and create new clothing, accessories, and more using leftover materials or scraps from other Hermès departments.

Currently, Petit H meets consumers through limited-time exhibitions held globally, selecting only two cities per year. These exhibitions feature unconventional store spaces and offer the exhibited items for sale.

During the Beijing exhibition, Creative Director Godefroy de Virieu visited the China World Mall flagship store and introduced the creative philosophy behind Petit H and the stories behind the various creative products.

Unlike the traditional product design process from themes to design boards, Petit H employs a reverse creative approach. Starting from the leftover materials, designers imagine what they could become and create products accordingly. Thus, at this Petit H exhibition, you could see unique and one-of-a-kind creative works such as a guitar made from saddle leather, a hammock made from scarves, a diamond-shaped scarf made from ties, a coffee table made from plate shards, as well as items like band-aids, bookends, music boxes, and jewelry, all of which were quickly snapped up by eager buyers.

By using creative design to embody sustainability, Hermès redefines "luxury," allowing more consumers to encounter, understand, and be willing to pay for sustainable products.



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Luxury Brands in China Power Ranking 2023

Top Case

HERMÈS
PARIS

Hermès held a petith exhibition at the Beijing China World Mall flagship store, showcasing creative works crafted by the Petith Creative Workshop.

Luxury Brands in China Power Ranking 2023

Top Case

LOUIS VUITTON

In celebration of the 2023 Valentine's Day on May 20th, Louis Vuitton launched a new section in their brand's app called "Art of Gifting," offering a curated selection of special gifts and recommendations.



LOUIS VUITTON

Case Overview

As the 2023 Valentine's Day approaches, Louis Vuitton has launched a new feature in its brand mini-program called the "Art of Gifting Guide" in anticipation of the romantic occasion.

Tailored to meet various gifting needs and different gifting scenarios, it includes categories such as "Elegantly Playful," "Heartfelt Accessories," "Fragrant Innovations," "Housewarming Joy," "Travel Inspirations," and "Joyful Collaborations." For instance, the "Housewarming Joy" category is specifically designed for gift-giving during housewarming occasions and covers products like carpets, storage boxes, tableware, vases, cocktail shakers, and more. The "Joyful Collaborations" section features items such as golf bags, headphones, notebooks, making it particularly suitable for corporate gifting. Meanwhile, "Elegantly Playful" and "Travel Inspirations" are targeted towards individuals who have a passion for sports and travel lifestyles, respectively. "Heartfelt Accessories" and "Fragrant Innovations" are more suitable for female gift-giving or self-indulgence.

Luxe.CO Insights

Although the local digital infrastructure and e-commerce platforms in the market have matured significantly, it is believed that for the majority of consumers, purchasing luxury goods in offline stores remains the mainstream choice. Online luxury shopping is still a relatively new and somewhat hesitant experience for most.

However, on social media platforms, we have noticed an increasing number of people voluntarily sharing their buying experiences on the Louis Vuitton mini-program. These shared experiences are overwhelmingly positive and often come with a sense of pleasant surprise. When giving gifts, people always have expectations, and such purchase/unboxing experiences are more likely to encourage users to share them on social media.

In the brand's official WeChat mini-program, you can see that features related to gift-giving are prominently placed. For example, on the mini-program's home page, the "Art of Gifting" section is given a prime spot in the bottom navigation bar. In the left-side drop-down menu for sorting categories, "Gift Selection" takes the top position, followed by "New Collections," "Handbags," and other product categories.

Louis Vuitton leverages the needs of the gift-giving audience and the development of the WeChat mini-program to effectively promote lifestyle and fashion accessory products. They also provide complementary gift services, iconic gift boxes, as well as text and voice gift cards, enhancing the overall user experience.


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Luxury Brands in China Power Ranking 2023

Top Case

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心动配饰
点睛之笔 点缀生活
即刻挑选

Luxury Brands in China Power Ranking 2023

Top Case[●]

LOUIS VUITTON

Louis Vuitton opens its first store in Hainan at Sanya International Duty-Free City Phase II.



LOUIS VUITTON

Case Overview

Louis Vuitton has opened a flagship store in Sanya International Duty-Free City Phase II, located on Yunjie Island in Haitang Bay. The store spans two floors and offers a comprehensive range of the brand's products, including women's and men's clothing, leather goods, travel items, accessories, footwear, watches, high-end jewelry, fragrances, and lifestyle art collections.

Luxe.CO Insights

Among Louis Vuitton's store locations in the Chinese market, this boutique in Sanya holds a unique position. It not only marks Louis Vuitton's first boutique in Hainan but also signifies a significant milestone in the brand's presence in the Chinese tourism retail industry.

For a long time, top-tier luxury brands have been cautious about the "duty-free channel," but they have not ignored the potential of the Hainan market. Louis Vuitton's entry into Hainan in a taxable format makes it a pioneer among top luxury brands opening stores in Hainan.

The establishment of this boutique also represents a major breakthrough in the Hainan luxury goods market. Historically, Hainan's high-end retail market has primarily focused on categories such as high-end cosmetics, jewelry, and watches, with only a few luxury brands presenting their stores in a full product range boutique format.

Jean-Jacques Guiony, the Chief Financial Officer of Louis Vuitton's parent company LVMH Group, stated in October last year, "Hainan is an important market to consider." He also revealed that all brands within the group are contemplating opening stores in Hainan in specific ways.

Following Louis Vuitton, brands under the LVMH Group such as Dior and Celine have also opened boutique stores in Sanya.

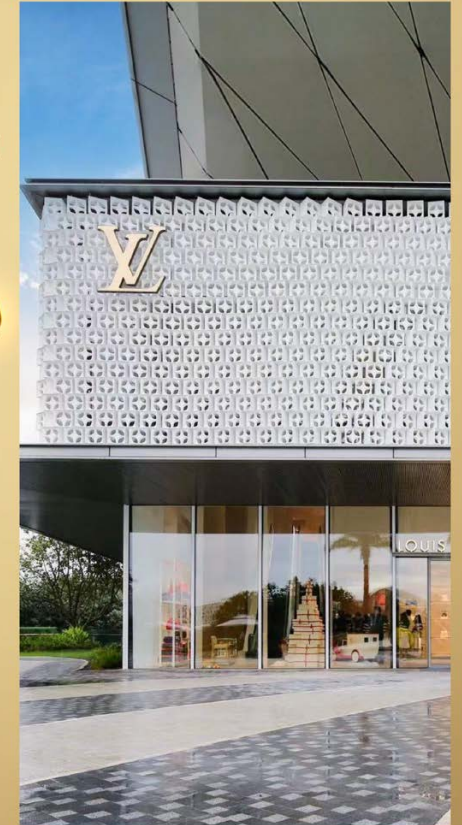
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LUXE.CO 卓丽
LUXECO
INTELLIGENCE

Luxury Brands in China Power Ranking 2023

Top Case

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Luxury Brands in China Power Ranking 2023

Top Case

MaxMara

Max Mara has opened a creative plush-themed home space called "MaxMara Fluffy Residence" at the IFS Guji Plaza in Chengdu.



MaxMara

Case Overview

To celebrate the 10th anniversary of the Teddy Bear coat, Max Mara has opened a creative plush-themed home space called the "MaxMara Fluffy Residence" at the IFS Guji Plaza in Chengdu, China. This marks the first stop in the global tour of this space, which features the brand's iconic camel-colored decor and every item within the space is wrapped in Teddy bear fabric.

Luxe.CO Insights

Pop-up stores have indeed become a conventional way for luxury brands to shape their brand image and continuously generate freshness. However, brands need to constantly refresh their pop-up experiments to leave a deeper impression on consumers.

Max Mara's "Fluffy Residence" global tour exhibition shares many similarities with pop-up stores in form and provides a new approach for luxury brand pop-up experiences. Built around the iconic brand image of the "Teddy bear," this space created by Max Mara can be seen as both an urban woman's retreat and an immersive themed playground. The brand establishes a deep emotional connection with consumers through sensory experiences such as visuals.

Furthermore, the choice of Chengdu as the first stop for the global tour exhibition indicates Max Mara's desire to reach a broader target audience by radiating from this southwestern metropolis. This aligns with the current trend where many luxury brands, while deepening their presence in tier-one cities, gradually expand into the wider Chinese market. They achieve this through channel expansion and a more diverse range of offline activities, fostering deeper engagement with local young consumers.


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INTELLIGENCE

Luxury Brands in China
Power Ranking 2023

Top Case

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Luxury Brands in China Power Ranking 2023

Top Case

Mulberry

Mulberry has hosted the "British Craftsmanship, Saluting Sustainability" touring limited-time exhibition in Shenzhen, Beijing, Shanghai, and Nanjing. They have also officially launched "The Mulberry Exchange" customization project in China.



Mulberry

Case Overview

Mulberry has held the "British Craftsmanship, Saluting Sustainability" touring limited-time exhibition in Shenzhen, Beijing, Shanghai, and Nanjing. This also marks the official launch of "The Mulberry Exchange" customization project in China, allowing consumers to personalize their bags with their preferred colors and letters.

Additionally, craftsmen from the brand's Somerset factory were present at the limited-time exhibition to showcase the bag-making process and personalize Bayswater handbags for consumers, creating a unique and engaging experience for customers.

Luxe.CO Insights

With the increasing focus on sustainable lifestyles, more and more young consumers are becoming open to and enthusiastic about trading in second-hand products.

In 2020, Mulberry initiated an innovative product recycling program called the Mulberry Exchange service and introduced it to China in 2023.

Through The Mulberry Exchange, consumers can resell the brand's handbags. They simply need to use their smartphones to tap the NFC label on the bag, which directly takes them to a product information page, providing details on product certification, maintenance, resale, and more. Mulberry plans to implement digital ID management for all its products by 2025.

Compared to buying new products, extending the lifespan of products can significantly reduce carbon footprints and waste issues. Luxury brands often use the highest quality materials, which retain excellent performance and quality even at the end of a product's life.

By introducing the Mulberry Exchange service in China, the brand not only establishes direct and ongoing connections with Chinese consumers but also integrates its sustainable philosophy into the daily lives of Chinese consumers. This also provides more opportunities to avoid product waste and extend product lifespans.

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LUXE.CO 康丽
LUXECO
INTELLIGENCE

**Luxury Brands in China
Power Ranking 2023**

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Luxury Brands in China Power Ranking 2023

Top Case

PRADA

Prada Holds "Pradasphere I" exhibition at the Shanghai Star Art Museum.



PRADA

Case Overview

Prada is hosting the "Pradasphere II" exhibition at the Shanghai Star Art Museum. This Shanghai stop marks the global premiere of the exhibition, curated personally by Miuccia Prada and co-creative director Raf Simons. The exhibition showcases nearly 200 fashion ensembles, some of which are being publicly displayed for the first time in 30 years. In total, it features over 400 exhibits, encompassing Prada's collaborations in art, architecture, culture, sports, and more. It provides Chinese audiences with a comprehensive glimpse into the brand's rich history spanning 110 years.

In the Q2 2023 earnings conference call held in July, Prada Group CEO Andrea Guerra stated, "If we talk about another opportunity for Prada, it is definitely in Asia, especially China." Prada Brand CEO Gianfranco D'Attis also mentioned that they visit China approximately every two months. The "Pradasphere II" exhibition, which brings together almost all the key figures of this luxury brand, is a testament to their focus on China.

The exhibition is hosted at the Shanghai Star Art Museum, which was formerly the "Rihui Port Goods Warehouse," China's first intermodal rail-sea transshipment platform. It had served as both a freight and passenger train station. Even after its transformation into an art museum, the exhibition space is designed based on the prototype of the warehouse, resembling an industrial warehouse and a train station platform. It preserves a section of railway tracks, a Longmen crane along the river, a locomotive, and several green passenger cars. This design reflects Prada's deep connection to Chinese local culture in the curation process.

The exhibition covers Prada's collaborations in various fields, including art, architecture, culture, sports, and more, showcasing the brand's most significant works and collections from its 110-year history to Chinese audiences. In this exhibition, Prada has collaborated extensively with Weibo, integrating users' visual and cultural experiences online. They have also actively partnered with fashion-related IPs on Weibo and influencers in various fields to create distinctive content suitable for online dissemination.

Within a week of the exhibition opening, Weibo hashtags #prada上海大展# and #prada仓库故事# accumulated over 1.16 billion reads and more than 2.25 million discussions. On Douyin (TikTok), #PradasphereII had 16.25 million views, and on Xiaohongshu (Little Red Book), #Prada 仓库故事 had 930,000 views.

华丽志 智华
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LUXE.CO
INTELLIGENCE

Luxury Brands in China
Power Ranking 2023

Top Case[●]

PRADA

Prada Holds "Pradasphere I" exhibition at the Shanghai Star Art Museum.



Luxury Brands in China Power Ranking 2023

Top Case BEYOND

PRADA

Prada Group's education project SEA BEYOND, in collaboration with the Intergovernmental Oceanographic Commission of UNESCO, has launched its "Ocean and Climate Village" touring exhibition in China, starting with an exhibition held in Qingdao.



PRADA

Case Overview

Prada Group, in collaboration with the Intergovernmental Oceanographic Commission of UNESCO (IOC/UNESCO), has launched its educational project SEA BEYOND along with the touring exhibition "Ocean & Climate Village" in China, commencing with an exhibition in Qingdao.

The exhibition is situated on the 81st and 82nd floors of the Qingdao Haitian Centre Complex and encompasses five key thematic areas: "The ocean planet," "A changing climate," "Focus: China case study," "Marine biodiversity and eco-systems," and "Solutions for the ocean we want."

Luxe.CO Insights

Prada's "Ocean & Climate Village" touring exhibition, as its first stop in China, chose the coastal city of Qingdao rather than a major metropolitan city like Beijing or Shanghai. The decision to host the exhibition in Qingdao offers a unique perspective, as it allows visitors on the 81st and 82nd floors of the Haitian Center Complex to overlook the breathtaking beauty of the Fushan Bay area. This location naturally creates an environmentally themed exhibition space that blends seamlessly with the coastal environment.

While the industry's primary focus often revolves around cultivating environmental awareness among consumers, Prada Group has shifted its focus towards the more long-term goal of "educating the next generation."

This exhibition is specially designed for the younger generation, particularly primary and secondary school students, vividly illustrating how the ocean impacts climate, nature, and the environment. It sheds light on the challenges the ocean is currently facing and answers the question of why we should care about and protect the ocean.

In addition to the exhibition itself, Prada Group has incorporated interactive workshops for children as part of the event.

Although the exhibition's initial intent was to target children and teenagers, in reality, it attracted a significant number of local residents in Qingdao, with over 5,000 attendees in just two days.

Thanks to centuries of nourishment from the ocean, Qingdao has developed a unique maritime city culture. The people living in this region have formed a distinctive "human-land relationship" with the sea. When the exhibition landed in Qingdao, it resonated widely with the local audience, creating a strong connection with the unique maritime culture of the city.

华丽志 智华
LUXE.CO 库丽
LUXE.CO INTELLIGENCE

Luxury Brands in China
Power Ranking 2023

Top Case **BEYOND**

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Luxury Brands in China Power Ranking 2023

Top Case

qeelin

Qeelin is hosting the "Qeelin Miracle Garden" in Shanghai, featuring a collection of exquisite jewelry pieces.



qeelin

Case Overview

Qeelin is hosting the "Qeelin Miracle Garden" in Shanghai, showcasing a collection of jewelry pieces inspired by their iconic Wulu series, including Wulu Fairy, Wulu Garden, and WuluWulu. This event marks the brand's first major event held in China in recent years, with the presence of Qeelin's global CEO, creative director Dennis Chan, the headquarters team, and several brand VIPs in attendance.

Luxe.CO Insights

Among the many international luxury jewelry brands, Qeelin stands out as a unique presence with a distinct blend of Chinese heritage and a fusion of Eastern and Western concepts. In recent years, the brand has experienced rapid growth and remarkable achievements in the Chinese market.

Qeelin's visibility in the Chinese market has significantly increased over the past few years. The "Qeelin Miracle Garden" is one of the brand's larger-scale events in recent years. Not only did the event witness the presence of the brand's global CEO and creative director, Dennis Chan, along with the headquarters team, but it also attracted several celebrities and brand ambassadors. Through this exhibition that blends Eastern symbolism and modern sensibilities, Qeelin provided VIP customers with an intimate and immersive experience, conveying the brand's unique positioning.

VIC (Very Important Customer) clients are willing to pay for exceptional service, and the brand's story and history hold a strong appeal for them. A carefully planned offline event by a luxury brand is a significant opportunity to express brand culture. It plays a crucial role in enhancing brand image and maintaining relationships with VIC customers.

华丽志 智华
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LUXE.CO
INTELLIGENCE

**Luxury Brands in China
Power Ranking 2023**

Top Case

qeelin

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Luxury Brands in China Power Ranking 2023

Top Case


VACHERON CONSTANTIN
GENÈVE

Vacheron Constantin Holds "Less'Ential" nationwide tour exhibitions at various locations including David Plaza in Zhengzhou, the China Jinmao Tower in Shanghai, Wuxi's Center 66, Beijing WF Central, Hangzhou MixC, and Wuhan's Heartland 66.




VACHERON CONSTANTIN
GENÈVE

Case Overview

In 2023, Vacheron Constantin held the "Less'Ential" national tour exhibitions in various locations, including David Plaza in Zhengzhou, the China Jinmao Tower in Shanghai, Wuxi's Center 66, Beijing WF Central, Hangzhou MixC, and Wuhan's Heartland 66. Through four main exhibition areas, namely, "Inspiring Elegance," "Timeless Corridor," "Simplicity in Craftsmanship," and "Master's Workshop," the brand showcased a variety of exquisite wristwatch masterpieces.

Luxe.CO Insights

How to convey the brand's historical heritage to a broader audience of Chinese consumers is a question that every luxury brand contemplates, especially an important topic that wristwatch brands should think about and put into practice.

As Chinese consumers show increasing interest in wristwatches and jewelry, it's crucial for brands to influence the consumer's mindset beyond just the investment and hedging value of their products.

Vacheron Constantin has expanded its offline communication with consumers through a wider range of cities and more extensive touring exhibitions.

Through each wristwatch, consumers see not only a timepiece but also a more complete and vivid interpretation of the brand's nearly 270 years of historical culture and craftsmanship.

Compared to the brand's permanent exhibitions in first-tier cities, Vacheron Constantin has taken this touring exhibition to cities such as Zhengzhou, Wuxi, Hangzhou, and Wuhan, deepening brand awareness among a broader range of Chinese consumers.

Furthermore, Vacheron Constantin has introduced WeChat Mini Programs and Little Red Book Mini Programs for this touring exhibition, aiming to guide users through virtual panoramic tours, gamified interactions, and store reservation services. This approach encourages user engagement and secondary sharing, ultimately driving traffic to the offline events.

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INTELLIGENCE

**Luxury Brands in China
Power Ranking 2023**

Top Case


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Luxury Brands in China Power Ranking 2023

Top Case

Van Cleef & Arpels

The limited-time experience space by Van Cleef & Arpels - "Poetry of Time" was unveiled at the Beijing National Stadium (Secondary Venue) and broadcast live for the first time on Tmall's official flagship store.



Van Cleef & Arpels

Case Overview

In 2023, Van Cleef & Arpels unveiled its limited-time experience space, "Poetry of Time," at the Beijing National Stadium (Secondary Venue). Centered around its watch collections, it engaged in a poetic dialogue with the Chinese audience. This marked the second stop for this watch experience space in China, following its debut in Shanghai.

Furthermore, Van Cleef & Arpels conducted its inaugural live broadcast on Tmall's official flagship store, allowing consumers to experience the "Poetry of Time" limited-time experience space through the live stream and appreciate several of the brand's watch masterpieces online.

Luxe.CO Insights

In the highly competitive wristwatch market where homogeneity is prevalent, how brands craft narratives that resonate with consumers and convey meaningful value is a critical challenge.

Traditionally, time on wristwatches may be represented by complex movements and three hands on the dial. However, in Van Cleef & Arpels' miniature dials, time becomes lovers' embracing kisses, the swaying of a ballet dancer's skirt... This unique horological philosophy is what makes Van Cleef & Arpels' watch narratives particularly touching to the brand's female customers.

To address this, the brand chose to present its watch exhibition in the form of an "immersive experience space," a poetic narrative approach not commonly seen among traditional watch brands. Moreover, this exhibition was open to the public, and the offline space served as an important way for Van Cleef & Arpels to connect with the younger generation, even if they are not yet brand customers.

It's worth noting that Van Cleef & Arpels conducted its global-first live broadcast on Tmall's official flagship store, lasting approximately 80 minutes. During this broadcast, the brand's Asia-Pacific President and China Region Managing Director personally narrated the brand's philosophy and led online viewers through the entire limited-time experience space. This broadcast focused solely on storytelling without direct sales, and it garnered 57,000 likes, demonstrating the success of this unique approach.

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**Luxury Brands in China
Power Ranking 2023**

Top Case

Van Cleef & Arpels

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Previous Power Rankings Overview

China Luxury Brands Power Ranking
2023 H1

2023 H1 奢侈品牌中国活力榜 TOP10			
排名	品牌	排名	品牌
1	LOUIS VUITTON	6	BVLGARI
2	Cartier	7	Maison Margiela
3	DIOR	8	FENDI
4	GUCCI	9	BURBERRY
5	MARNI	10	CHAUHMET
6	CELINE	10	PRADA
7	VERSACE	10	VALENTINO

2023 H1 奢侈品牌中国活力榜 TOP20			
排名	品牌	排名	品牌
1	LOUIS VUITTON	12	Tiffany & Co.
2	Cartier	13	Givenchy
3	DIOR	14	Van Cleef & Arpels
4	GUCCI	15	Hermès
5	MARNI	16	De Beers
6	CELINE	17	Christian Louboutin
7	VERSACE	18	Bottega Veneta
8	Maison Margiela	19	Dolce & Gabbana
9	FENDI	20	Miu Miu
10	BURBERRY		
11	CHAUHMET		
12	PRADA		
13	VALENTINO		
14	Breil		
15	Omega		

China Luxury Brands Power Ranking
2022

2022 奢侈品牌中国活力榜 TOP10			
排名	品牌	排名	品牌
1	LOUIS VUITTON	6	BVLGARI
2	DIOR	7	Maison Margiela
3	BVLGARI	8	FENDI
4	GUCCI	9	BURBERRY
5	BURBERRY	10	CHAUHMET
6	LOEWE	10	PRADA
7	PRADA	10	VALENTINO
8	CELINE	10	VALENTINO
9	qeeIn	10	VALENTINO
10	Maison Margiela	10	VALENTINO

与2021年比，总排名上升最快的10个奢侈品牌

品牌	排名	品牌	排名	品牌	排名	品牌	排名	品牌	排名
VACHERON CONSTANTIN	16名	BLANCPAIN	13名	TAG Heuer	11名	ROGER DUBUIS	10名	BUCCHILLAI	9名
Mikimoto	7名	TASAKI	6名	PIAGET	5名	qeeIn	2名	DE BEERS	2名

China Luxury Brands Power Ranking
2021

排名	品牌	品牌
1	DIOR	Dior 迪奥
2	LV	Louis Vuitton 路易威登
3	GUCCI	Gucci 古驰
4	FENDI	Fendi 芬迪
5	BURBERRY	Burberry 博柏利
6	CHANEL	Chanel 香奈儿
7	PRADA	Prada 普拉达
8	BVLGARI	BVLGARI 宝格丽 (并列第8)
8	Cartier	Cartier 卡地亚 (并列第8)
8	Van Cleef & Arpels	Van Cleef & Arpels 梵克雅宝 (并列第8)



Launched on Luxe.CO website and app in early summer 2022, **Tong.Luxe.CO** is an innovative digital service that tracks daily activities of fashion brands with all-encompassing coverage for China market and selective coverage for overseas market.

The activities covered include product launch, store opening, marketing events, as well as personnel change, financial reporting and other major corporate initiatives.

Through Tong.Luxe.CO, you could find over 2000 entries on average each month about more than 1000 brands in luxury, fashion, beauty, sports and outdoor ..., all tagged carefully to facilitate multi-dimensional analysis for further research.

Luxe.CO Intelligence's Reports on the Luxury Goods Industry and Brands



Luxe.CO Intelligence's Reports on the Luxury Goods Industry and Brands



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About Luxe.CO Intelligence

Luxe.CO Intelligence has been deeply involved in the fields of fashion and luxury for an extended period. Utilizing our continuously developed industry networks, data intelligence, and knowledge systems, we are committed to providing professional, innovative, and forward-looking consulting services to brands and enterprises in China and abroad.

The areas we cover include brand revitalization and upgrade strategies, brand content and communication strategies, niche industry positioning and opportunity analysis, as well as entry strategies into the Chinese market.

We regularly release several original research reports through Luxe.CO Intelligence each month and periodically host industry lectures and forums. If you have any collaboration inquiries related to these domains, please do not hesitate to get in touch with us.



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