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Luxury Brands in China Dashboard & Power Ranking 2023H1

Contents



Introduction

P02



Luxury Brands China Power Ranking 2023 H1

P03

- Top 20 Luxury Brand Groups

P04

- Top 20 Luxury Jewelry & Watch Brands

P07



Case Study of China Luxury Brands' Activities 2023 H1

P10



Dashboard of Luxury Brands' Activities in China 2023 H1

P21

- Dashboard of Luxury Brands' Activities in China

P22

- Comparison of the Number of New Physical Stores and Pop-up Shops for Luxury Brands in China (2023 H1 vs. 2022)

P23

- Cities with New Store Openings by Luxury Brands (2023 H1)

P24

- Comparison of City Rankings for Luxury Brand New Store Openings (2023 H1 vs. 2022)

P25

- Top 22 Luxury Brands with the Most New Store Openings (2023 H1)

P26

- Ranking of Business Venues with New Luxury Brand Store Openings (2023 H1)

P27

- List of Other Business Venues with New Luxury Brand Store Openings (2023 H1)

P28

- Top 23 Luxury Brands with the Most New Pop-up Shops (2023 H1)

P29

- Luxury Brands Featured in the "Luxe.CO Biweekly Ranking" TOP Case List (2023 H1)

P30

- Previous Power Ranking for Reference

P32

For inquiries about custom projects and collaboration discussions, please contact:

Wang Qiong | Project Director [Luxe.CO Intelligence]

WeChat : elisatina929

(Please include note [Intelligence Collaboration] along with your name and company)

Email : lci@luxe.co

Report Author : You Jia

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Introduction

Despite the tumultuous adjustments experienced in 2021 and 2022, luxury brands remain confident in the China market. The most telling data is that in just the first half of 2023, luxury brands have opened 150 new stores, including 48 different levels of flagship stores (source: Tong.Luxe.CO).

Luxury brands are increasing their focus and investment in physical stores in the China market. At the same time, the consumption potential in cities and regions beyond the first-tier cities is emerging, injecting a strong boost to the development of luxury brands in the China market.

In terms of sales contribution and growth rate, the importance of the China market to the global luxury goods industry is self-evident. But more importantly, China is subtly reshaping various aspects of the global luxury goods industry from the present to the future.

Comparing this year's discussions and exclusive interviews Luxe.CO has had with the various luxury brand CEOs, they are now more directly addressing issues related to specific operational details, the local market, and consumers. We deeply feel that the curiosity, thirst for knowledge, and contemplation of luxury brand executives worldwide regarding the China market are becoming more profound and comprehensive, and the response time gets faster. Behind these contemplations are the intensifying competitive situation in the China market and the ever-increasing diversity of demands from local consumers.

China's vast and diverse cities and cultures, the unique composition and youthfulness of China's consumer base, the iterative speed of China's brick-and-mortar and digital channels, the accelerated influx of more niche brands, and the rapid growth of China's homegrown brands - all in all, the increasing competition in China's marketplace, as well as the diversified needs of the local consumer whose awareness is constantly growing, are all posing higher demands on the accurate judgement, rapid response, bold decision-making, and localization strategies of luxury brands.

Entering 2023, Chinese consumers' expectations for a better life are growing, and at the same time, the intense competition in the high-end market continues to escalate. Winning the challenges faced in the China market remains a formidable task.

The 2023 H1 Luxury Brand Power Ranking list is based on the comprehensive public information from the brands' official channels as tracked by tong.luxe.co on daily basis, and it is calculated with weighted scores based on Tong.Luxe.CO's research findings.

The current release of the 2023 H1 power ranking list covers the period from January 1, 2023, to June 30, 2023, and includes 462 dynamics from 93 luxury brands (this list does not include dynamics from the beauty and personal care fragrance category).

In January 2024, Luxe.CO will release the Luxury Brand China Power Ranking list for the entire year of 2023. Stay tuned!

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Luxury Brands China Power Ranking 2023 H1






Luxury Brands China Power Ranking 2023 H1 TOP10

Ranking		Brand
1	LOUIS VUITTON	Louis Vuitton
2	<i>Cartier</i>	Cartier
3	DIOR	Dior
4	GUCCI	Gucci (Ranked 4th)
4	M A R N I	Marni (Ranked 4th)
5	CELINE	Celine (Ranked 5th)
5	VERSACE	Versace (Ranked 5th)

Ranking		Brand
6	BVLGARI	BVLGARI
7	Maison Margiela PARIS	Maison Margiela
8	FENDI ROMA	Fendi
9	BURBERRY	Burberry
10	CHAUMET PARIS	CHAUMET (Ranked 10th)
10	PRADA	Prada (Ranked 10th)
10	VALENTINO	Valentino (Ranked 10th)

Luxury Brands China Power Ranking 2023 H1 TOP20

Ranking		Brand
1	LOUIS VUITTON	Louis Vuitton
2	<i>Cartier</i>	Cartier
3	DIOR	Dior
4	GUCCI	Gucci (Ranked 4th)
4	M A R N I	Marni (Ranked 4th)
5	CELINE	Celine (Ranked 5th)
5	VERSACE	Versace (Ranked 5th)
6	BVLGARI	BVLGARI
7	Maison Margiela PARIS	Maison Margiela
8	FENDI	Fendi
9	BURBERRY	Burberry
10	CHAUMET PARIS	CHAUMET (Ranked 10th)
10	PRADA	Prada (Ranked 10th)
10	VALENTINO	Valentino (Ranked 10th)
11	BREITLING 1884	Breitling

Ranking		Brand
12	TIFFANY & CO.	Tiffany & Co.
13	qeelin	Qeelin (Ranked 13th)
13	JIL SANDER	Jil Sander (Ranked 13th)
14	Van Cleef & Arpels	Van Cleef & Arpels
15	 HERMÈS PARIS	Hermès (Ranked 15th)
15	DE BEERS	De Beers Jewellers (Ranked 15th)
16		Christian Louboutin (Ranked 16th)
16	 Glashütte ORIGINAL	Glashütte Original (Ranked 16th)
17	BOTTEGA VENETA	Bottega Veneta (Ranked 17th)
17	DOLCE & GABBANA	Dolce&Gabbana (Ranked 17th)
18	MIU MIU	Miu Miu (Ranked 18th)
18	 BLANCPAIN	Blancpain (Ranked 18th)
19	<i>Loro Piana</i>	Loro Piana (Ranked 19th)
19	RALPH LAUREN	Ralph Lauren (Ranked 19th)
20	 OMEGA	Omega

Top 20 Luxury Brand Groups in the China Power Ranking

Brand Group	Brand (Ranking)	Brand Group	Brand (Ranking)
LVMH Group	Louis Vuitton (1)	Richemont Group	Cartier (2)
	Dior (3)		Van Cleef & Arpels (14)
	Celine (5)	Prada Group	Prada (10)
	BVLGARI (6)		Miu Miu (18)
	Fendi (8)	Tapestry, Inc.	Versace (5)
	CHAUMET (10)	Burberry Group	Burberry (9)
	Tiffany & Co. (12)	Mayhoola For Investments	Valentino (10)
	Loro Piana (19)		
Kering Group	Gucci (4)	Breitling	Breitling (11)
	Qeelin (13)	Hermès	Hermès (15)
	Bottega Veneta (17)	Christian Louboutin	Christian Louboutin (16)
OTB Group	Marni (4)	De Beers Group	De Beers Jewellers (15)
	Maison Margiela (7)	Dolce & Gabbana	Dolce&Gabbana (17)
	Jil Sander (13)	Ralph Lauren Corporation	Ralph Lauren (19)
Swatch Group	Glashütte Original (16)		
	Blancpain (18)		
	Omega (20)		


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China Luxury Jewelry & Watch Brands Power Rankings 2023 H1 TOP10

Ranking		Brand
1	<i>Cartier</i>	Cartier
2	BVLGARI	BVLGAR
3	CHAUMET PARIS	CHAUMET
4	BREITLING 1884	Breitling
5	TIFFANY & CO.	Tiffany & Co.

Ranking		Brand
6	qeelin	Qeelin
7	Van Cleef & Arpels	Van Cleef & Arpels
8	DE BEERS	De Beers Jewellers
9	<i>Glashütte</i> ORIGINAL	Glashütte Original
10	 BLANCPAIN	Blancpain

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China Luxury Jewelry & Watch Brands Power Rankings 2023 H1 TOP20

Ranking		Brand
1	<i>Cartier</i>	Cartier
2	BVLGARI	BVLGARI
3	CHAUMET PARIS	CHAUMET
4	BREITLING 1884	Breitling
5	TIFFANY & CO.	Tiffany & Co.
6	qeelin	Qeelin
7	Van Cleef & Arpels	Van Cleef & Arpels
8	DE BEERS	De Beers Jewellers
9	<i>Glashütte</i> ORIGINAL	Glashütte Original
10	BLANCPAIN	Blancpain
11	OMEGA	Omega
12	VACHERON CONSTANTIN GENEVE	Vacheron Constantin (Ranked 12th)
12	ROLEX	Rolex (Ranked 12th)

Ranking		Brand
13	TAGHeuer SWISS AVANT-GARDE SINCE 1860	TAG Heuer
14	BOUCHERON	Boucheron (Ranked 14th)
14	FRED	FRED (Ranked 14th)
15	LONGINES	Longines
16	<i>Chopard</i>	Chopard (Ranked 16th)
16	G R A F F	Graff (Ranked 16th)
17	HARRY WINSTON	Harry Winston (Ranked 17th)
17	JAEGE-LECOULTRE	Jaeger-LeCoultre (Ranked 17th)
18	AUDEMARS PIGUET Le Brassus	Audemars Piguet (Ranked 18th)
18	PIAGET	PIAGET (Ranked 18th)
18	Pomellato	Pomellato (Ranked 18th)
19	IWC SCHAFFHAUSEN	IWC
20	H. Moser & Cie.	H. Moser & Cie.

The above ratings are based on Luxe.CO's statistical data on the marketing activities and channel expansion efforts of major luxury brands in China during the first half of 2023. Different weights are assigned based on the importance and impact of different subtypes, such as a higher weight for brand large-scale exhibitions compared to regular exhibitions, and a higher weight for national flagship stores compared to regional flagship stores, and so on.

The Luxe.CO Intelligence Luxury Brand China Power Ranking involve brand dynamics in ten major categories:

- Store Expansion:** Global flagship stores, national flagship stores, regional flagship stores, city flagship stores, other new store openings, and significant store renovations.
- Brand Exhibitions:** Large-scale brand exhibitions, regular brand exhibitions, brand city tours.
- Fashion Shows:** Offline fashion shows held in China.
- Brand Collaborations:** Collaborations with Chinese commercial brands, collaborations with celebrities/KOL/top artists, collaborations with Chinese independent designers, collaborations with international IPs, and collaborations with local IPs.
- Crossover Activities:** Sponsorships for charity, art, crossover collaborations with sports, music.
- Creative Collaborations:** Collaboration with local artists/creative individuals.
- Brand Spokespeople/Ambassadors/Friends:** Appointments of Chinese spokespeople, appointments of Chinese brand ambassadors, appointments of brand friends.
- Visual Communication:** Book/film publications.
- Digital Marketing and E-commerce:** Online stores, interactive experiences, podcasts.
- Others:** Customization, art installations, pop-up shops, experiential spaces.

All of the above dynamics are sourced from Tong.Luxe.CO, brand official WeChat accounts, brand official Weibo accounts, and official press releases. The report does not include dynamics from the luxury brand beauty, skincare, and fragrance category.

To view the rankings for the year 2022, please click on the following link: [2022 Rankings](<https://luxe.co/post/265215>)



Case Study of China Luxury Brands' Activities 2023 H1

Top Case

LOUIS VUITTON

On the Valentine's Day on May 20th, Louis Vuitton has launched a new feature in its brand's Weixin Mini Program called "ART of GIFTING - Gift Selection Guide."

#valentinesday #520 #holidayretail
#Weixin Mini Program
#gifting #giftoflove #lifestyle



LOUIS VUITTON

On the Valentine's Day on May 20th, Louis Vuitton has launched a new feature in its brand's Weixin Mini Program called "ART of GIFTING."

They have created six main themes based on customer needs and different gifting scenarios: "Elegance and Fun," "Heartfelt Accessories," "Fragrant Innovations," "Congratulations on Your New Home," "Inspired by Travel," and "Joyful Collaborations." For example, the "Congratulations on Your New Home" theme is specifically designed for gifting in the context of housewarming, covering products such as rugs, storage boxes, tableware, vases, cocktail shakers, and more. Product pricing ranges from 300 yuan to 38,000 yuan, covering almost every aspect of lifestyle.

Additionally, "Gift Selection Guide" showcases its new content through Weixin Moments advertisements. Beautiful visual images attract users to easily jump into the Weixin Mini Program, thereby increasing engagement and conversions.

Luxe.CO Review: For luxury brands, accurately understanding the gifting demands of Chinese consumers represents a new growth opportunity and opens up new paths for creating consumption scenarios. Louis Vuitton's use of the Weixin Mini Program as an experimental platform and the upgrade of its online gifting product strategy reflect China's leadership role in the global digitization process. China's local digital infrastructure provides brands with more possibilities for innovative endeavours.

Content creation is one of the driving forces behind Weixin Mini Programs, and their powerful tool attributes can help brands realize more creative possibilities. Therefore, during this year's May 20th holiday, Louis Vuitton created a lifestyle experience space within the Weixin Mini Program. By setting up rich scenes and interactions in the gift selection guide, they enhanced user-centric gift solutions.

Taking a closer look, on the occasion of a local holiday, Louis Vuitton used the Weixin Mini Program to break the limitations of holiday marketing, bridging the gap between online and offline, shifting from physical connections to emotional connections, and building a deep emotional resonance with Chinese consumers.

2023 H1 China Luxury Brands Power Rankings

Top Case

Cartier

Cartier held a panther exhibition
at Guangzhou Post Expo Hall.

#Exhibition #Classicdesign
#Immersiveexperience
#Digitalsocialexperience
#Virtual&Reality #Weixin Mini Program
#YoungConsumerConversations

寻踪豹影

卡地亚Cartier 2023-04-28 09:03 发表于上海



From April 20th to May 21st, Cartier
presents the "Into the Wild" exhibition,
inviting you to explore a timeless
legendary style.

Cartier

Cartier's "Into the Wild" exhibition officially opened at the Guangzhou Post Expo Center and was open to the public from April 20th (Thursday) to May 21st (Friday).

As the iconic animal symbol of the brand, the panther has been a part of Cartier's animal kingdom since as early as 1914. Subsequently, this enigmatic feline, under the pioneering guidance of "Panther Lady" Jeanne Toussaint, became one of Cartier's classic designs.

The exhibition is divided into various spaces, including the Panther Salon, Time Corridor, Studio Jeanne Toussaint, Aesthetic Corridor, Master Workshop, Perfume Sensory Space, Panther Fashion Hall, Panther Vocabulary Index, Library, and Tea Room, providing visitors with an immersive experience. In addition, Cartier brand ambassador Zhang Zhen appears virtually in the Panther Salon through holographic projection, sharing his connection and insights into this classic symbol.

Luxe.CO Review:How to Reinforce a Brand's Existing Perception in Users' Minds?
Cartier has masterfully achieved this through their "Into the Wild" exhibition.

Cartier's themed exhibition seamlessly integrates virtual and real-world digital social experiences, providing rich content and engaging interactions. This allows the audience to gain a comprehensive understanding of Cartier, the panther motif, and the brand's underlying spirit, capturing the attention of diverse age groups.

During this exhibition, Cartier has also introduced a dedicated Weixin Mini Program for convenient online reservations. Today, Weixin Mini Program have not only become a "must-have" for luxury brand marketing but also an essential platform for luxury brand communication.

Top Case

GUCCI

Gucci held the "Gucci Cosmos: The Exhibition" collection exhibition at the West Bund Art Center in Shanghai.

#Exhibition #GlobalPremiere #BrandArchive
#Weixin Mini Program #InteractiveExperience
#ConnectingUsers #Weixin Channel
#LiveStreamingTop Case



GUCCI

From April 28th to June 25th, Gucci hosted the "Gucci Cosmos: The Exhibition" collection exhibition at the West Bund Art Center in Shanghai. The exhibition was conceptualized and designed by the British contemporary artist Es Devlin and curated by Italian fashion theorist and critic Maria Luisa Frisa.

The exhibition is divided into eight sections, showcasing iconic luggage, footwear, and clothing pieces that represent Gucci's 102-year history. The exhibited items are from the brand's archives in Florence and include works by the brand's founder, Guccio Gucci, as well as creative directors like Tom Ford, Frida Giannini, and Alessandro Michele. Shanghai served as the global premiere location for the exhibition, with plans for it to tour in other countries afterward.

Luxe.CO Review: This exhibition by Gucci offers a comprehensive retrospective of its century-long history, classic designs, and craftsmanship. It's a significant step in establishing a deeper and more vibrant brand recognition among Chinese consumers.

In addition to the offline experience, the brand leveraged Weixin Channel for the exhibition's opening. Furthermore, the public could easily access the exhibition by jumping from the Weixin Channel to the Weixin Mini Program, allowing for a diverse range of online and offline interactive experiences.

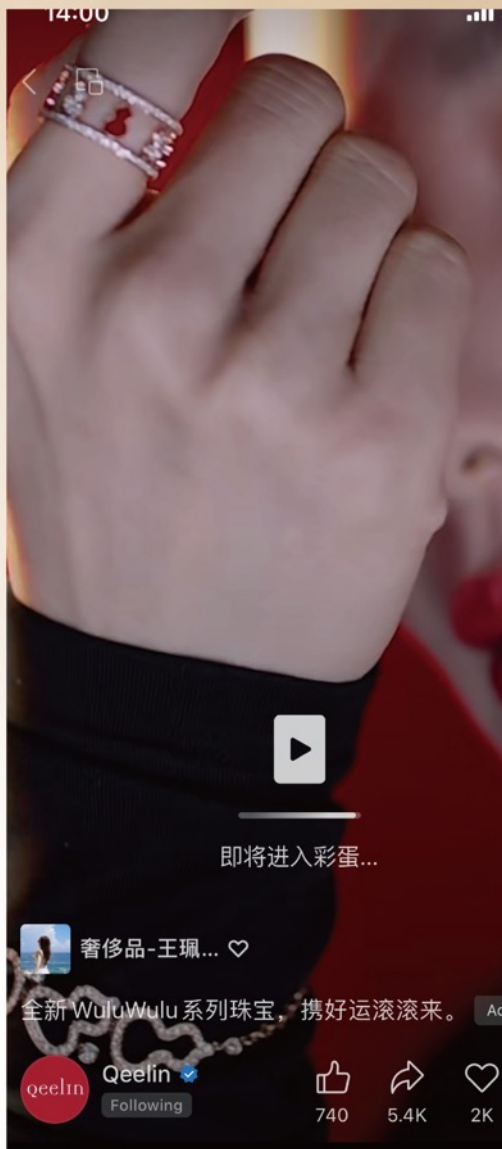
Through Weixin Channel, Gucci effectively engaged users online, igniting their sense of interaction and participation. They used a rich visual narrative to vividly convey the brand's story to consumers, preparing them for their eventual visit to the exhibition. If the exhibition is a cultural exchange journey with the audience, Weixin Channel certainly opens up even more possibilities for reaching and connecting with users.

Top Case

qeelin

To celebrate the Chinese Lunar Year of the Rabbit, Qeelin has launched the Rabbit Bo Bo Diamond Necklace and the Xi Xi Lion Necklace. They have also designed an interactive mini-game on their Weixin Official Account. Additionally, their spokesperson, Liu Shishi, has filmed several exclusive TV commercials for the New Year.

#NewYear #HolidayMarketing #Gamified-Marketing #InteractiveMiniGame
#RedPacketCover #ChineseElements



qeelin

To celebrate the Chinese Lunar Year of the Rabbit, Qeelin has introduced the Rabbit Bo Bo Diamond Necklace and the Xi Xi Auspicious Lion Necklace. The brand's ambassador, Liu Shishi, is accompanied by her zodiac animal, the rabbit, in shooting several exclusive New Year TV commercials.

Simultaneously, they have designed an interactive mini-game on their official Weixin Official Account. By clicking on Rabbit Bo Bo's Q-shaped magic hat and collecting all eight red Wulu symbols, participants can win exclusive New Year red packet covers.

Luxe.CO Review: The Chinese Lunar New Year, a nationwide celebration of a traditional Chinese festival, has always been an excellent opportunity for luxury brands to engage with Chinese consumers on a deeper level.

Among the many high-end jewelry brands, Qeelin stands out due to its Chinese heritage. In its product design, Qeelin infuses the rich cultural heritage of China, bringing playfulness and surprise to high-end jewelry.

By incorporating gamification elements and rules into their Weixin Mini Program, Qeelin has effectively applied gaming dynamics to their Spring Festival marketing. This not only enhances user interaction and engagement but also avoids the homogenization of brand marketing creativity under the same theme.

Top Case

FENDI ROMA

Fendi held the "hand in hand: Craftsmanship Art Exhibition" at Temple East in Beijing's Jingyuan. This exhibition primarily focuses on Fendi's classic bags, Peekaboo and Baguette.

#Exhibition #Craftsmanship #IntangibleCulturalHeritage #Localization #ClassicProducts #ChineseArtists #Art



FENDI ROMA

Fendi hosted the "hand in hand: Craftsmanship Art Exhibition" at Temple East in Beijing's Jingyuan. This exhibition primarily revolves around Fendi's classic Peekaboo and Baguette handbags.

As part of this event, Fendi collaborated with singer Gigi Leung to explore the beauty of traditional Chinese craftsmanship. They invited two inheritors of the Yi ethnic group's intangible cultural heritage, Mo Ashiwu and Lugu Sharizhai, to create Baguette handbags with a rich artistic flavor from the Yi culture. Additionally, Fendi partnered with artists Lu Pingyuan, Ni Youyu, and Chen Fenwan to craft three Peekaboo handbags for the Fendi "hand in hand" Craftsmanship Art Exhibition, paying homage to the worlds of craftsmanship, design, and art.

Luxe.CO Review: The Fendi "Hand in Hand" project, initiated in 2020 in Italy, has gradually expanded globally. It has brought together numerous top-notch artisans and craftsmanship workshops, reinterpreting the iconic Baguette handbag designed by Fendi's Creative Director for Men's Fashion, Silvia Venturini Fendi, in 1997, using local craftsmanship from around the world.

This exhibition in China marks the third stop in its global tour. Instead of a conventional product showcase, Fendi invited Italian artisans and Chinese intangible cultural heritage inheritors to create and reinterpret their Baguette handbags. They curated an "artistic new product exhibition" for the brand's IT Bag, showcasing not only the craftsmanship behind the brand but also embarking on an exploration of local culture and new endeavors.

Top Case

CHAUMET PARIS

CHAUMET has set up "Mobile Libraries" at both Wuhan's Heartland 66 and Shenzhen Bay MixC City, showcasing their classic brand publications to convey the brand's story.

#BrandPublications #MobileLibrary #Coffee
#BrandAssets #BrandHistory #Experiential-
Marketing #ImmersiveExperience



CHAUMET PARIS

In the first half of this year, CHAUMET opened "CHAUMET Mobile Libraries" at Heartland 66 in Wuhan and MixC City in Shenzhen.

The design of these libraries draws inspiration from CHAUMET's iconic blue jewelry box. Inside the libraries, you can find a collection of CHAUMET's classic publications. Guests not only have the opportunity to indulge in reading and learn about the brand's history but also can savor CHAUMET-themed specialty coffees in the coffee area and participate in interactive games on-site.

Luxe.CO Review: For many long-standing luxury brands, the brand's story is enduring, but the way it's conveyed and the medium used must evolve with the times.

The books within Chaumet's libraries encompass a wide range of content, including articles by renowned jewelry history scholars from Europe and America, design sketches and related paintings of over 300 exquisite genuine pieces created by the brand since the 18th century, documentary materials, pop-up books, and brand-new creations.

Sitting in the library, sipping a cup of coffee, consumers are completely immersed in Chaumet's brand history and artistic creations.

The pursuit of luxury brands by consumers goes beyond product design; it's about recognizing and resonating with the brand's spirit and culture. The library is like a window Chaumet has opened for consumers, offering them the opportunity to glimpse the brand's rich history and extensive brand assets.

Top Case

VALENTINO

Valentino collaborates with immersive theater Sleep No More in Shanghai to Present 2023 Spring/Summer Special Chapter "The Box".

#Drama #NewRelease
#ImmersiveExperience #Interactive
#Actors #SceneMarketing #Art



VALENTINO

Valentino has announced its partnership with the immersive theater Sleep No More in Shanghai for the year 2023, jointly presenting two special performances. On April 11th, the first installment of the 2023 Spring/Summer special chapter, "The Box," took place at the Shanghai McKinnon Hotel.

In Sleep No More, every character is adorned in pieces from the Unboxing Valentino 2023 Spring/Summer collection. Audience members can engage in real-time interaction with the actors and the theatrical space in their own unique ways, offering a distinct perspective on Valentino's fashion.

Luxe.CO Review: Currently, luxury brands are continuously exploring new narrative approaches, aiming to bring freshness and diversity to their storytelling in more artistic ways.

Through its collaboration with the immersive theater Sleep No More, Valentino has taken a unique approach by dressing each character in the brand's 2023 Spring/Summer collection. Instead of traditional models, they employed dynamic and expressive dancers to showcase the brand's new season's pieces through dance theater. This allows the audience to experience the designs and the brand in a closer and more immersive manner.

Luxury brands are increasingly investing in the cultural sphere in China. Undoubtedly, becoming a "cultural landmark" in the hearts of the public is becoming a key objective for many luxury brands in their brand development.

2023 H1 China Luxury Brands Power Rankings

Top Case

JB 1735 BLANCPAIN

According to statistics from the "Luxe.CO Luxury Brand Database," Blancpain is the luxury watch brand that opened the most exclusive boutiques in the first half of this year.

#Zhengzhou #Shenzhen #Chengdu
#Lanzhou #BrandStores #CityExpansion
#ChineseMarket



JB 1735 BLANCPAIN

According to statistics from the "Luxe.CO Luxury Brand Database," Blancpain opened exclusive boutiques in Zhengzhou Dennis David City, Shenzhen Bay MixC City, Chengdu SKP, and Lanzhou MixC City in the first half of this year. They are indeed one of the luxury watch brands that opened the most boutiques during this period.

Additionally, the brand hosted a watch exhibition at Shenzhen MixC City to enhance interaction with consumers.

Luxe.CO Review: In recent years, the scale of the online luxury goods market in China has continued to expand, and the penetration rate of luxury goods in third and fourth-tier cities has been on the rise. This trend has brought about significant growth opportunities for luxury brands.

It's evident that luxury watch brands, which were traditionally only present in first-tier city luxury malls, are now expanding into second and third-tier cities. Among these cities, provincial capitals and emerging first-tier cities that are actively working on improving their status hold the greatest potential.

The expansion into lower-tier cities signifies a deeper commitment of luxury brands to the China market. It will be interesting to see which cities these brands will venture into next and what kind of store formats they will choose for their expansion.

Top Case

JIL SANDER

JIL SANDER has opened a limited-time experiential store in the garden of a historic residence on YANLORD CANGJIE in Suzhou. In this two-story space, they are showcasing the JIL SANDER 2023 Early Spring collection along with select pieces from the Spring/Summer collection runway show's items.

#PopUpStore #Localization #Suzhou
#Garden #NewArrivals
#EmotionalConnection #Culture



JIL SANDER

JIL SANDER has opened a limited-time experiential store in the garden of a historic residence on YANLORD CANGJIE in Suzhou. In this two-story space, they are showcasing the JIL SANDER 2023 Early Spring collection along with select pieces from the Spring/Summer collection runway show's items.

Furthermore, the brand's iconic elements have been thoughtfully incorporated into various corners of the old Western-style house. Moss, bamboo shoots, and plum blossoms adorn the surroundings, creating a leisurely and elegant ambiance reminiscent of a Suzhou-style garden, where every step offers a new and picturesque experience.

Luxe.CO Review: When entering the China market, the ongoing challenge for luxury brands is how to continue shaping an "aspirational brand." In this process, delving deep into the local cultural context and transforming their understanding of Chinese culture into a fluid cross-cultural dialogue is key to establishing a profound emotional connection with local consumers.

In China, localized commercial spaces are becoming one of the scenes for luxury brand collaborations.

Since the opening of its first flagship store in Shanghai last year, JIL SANDER has been accelerating its presence in China. The renovated old residence garden on YANLORD CANGJIE in Suzhou, a historic building hidden in the most culturally rich part of Suzhou's old town, incorporates the iconic visual elements from the 2023 Spring/Summer runway show. This not only showcases the brand's design aesthetics but also adds a unique touch of Suzhou-style imagery. In the distinctive cultural environment of Suzhou, JIL SANDER's brand image and narrative become more dynamic and diverse, fostering a stronger connection with the local culture and consumers.

Top Case

LOEWE

Loewe has created a bamboo castle installation for the Strawberry Music Festival in Shanghai.

#MusicFestival #SceneMarketing
#SustainableFashion #RecycleandReuse
#YoungConsumers #BrandPhilosophy



LOEWE

Loewe has crafted a bamboo castle installation for the Strawberry Music Festival in Shanghai.

In an effort to reflect the Paula's Ibiza 2023 Summer Limited Collection's focus on craftsmanship, natural materials, and sustainability, Loewe ventured deep into the Dehong Prefecture of Yunnan Province. There, they explored traditional craftsmanship and collected bamboo creations from ethnic minorities. They then collaborated with contemporary young artist Zhu Shengsheng, who used natural bamboo to create this artistic installation.

Luxe.CO Review: How can a brand convey its sustainable development philosophy in the context of young consumers?

Today's young consumers prefer to see authentic and engaging brand content, and they are easily drawn to immersive interactive experiences.

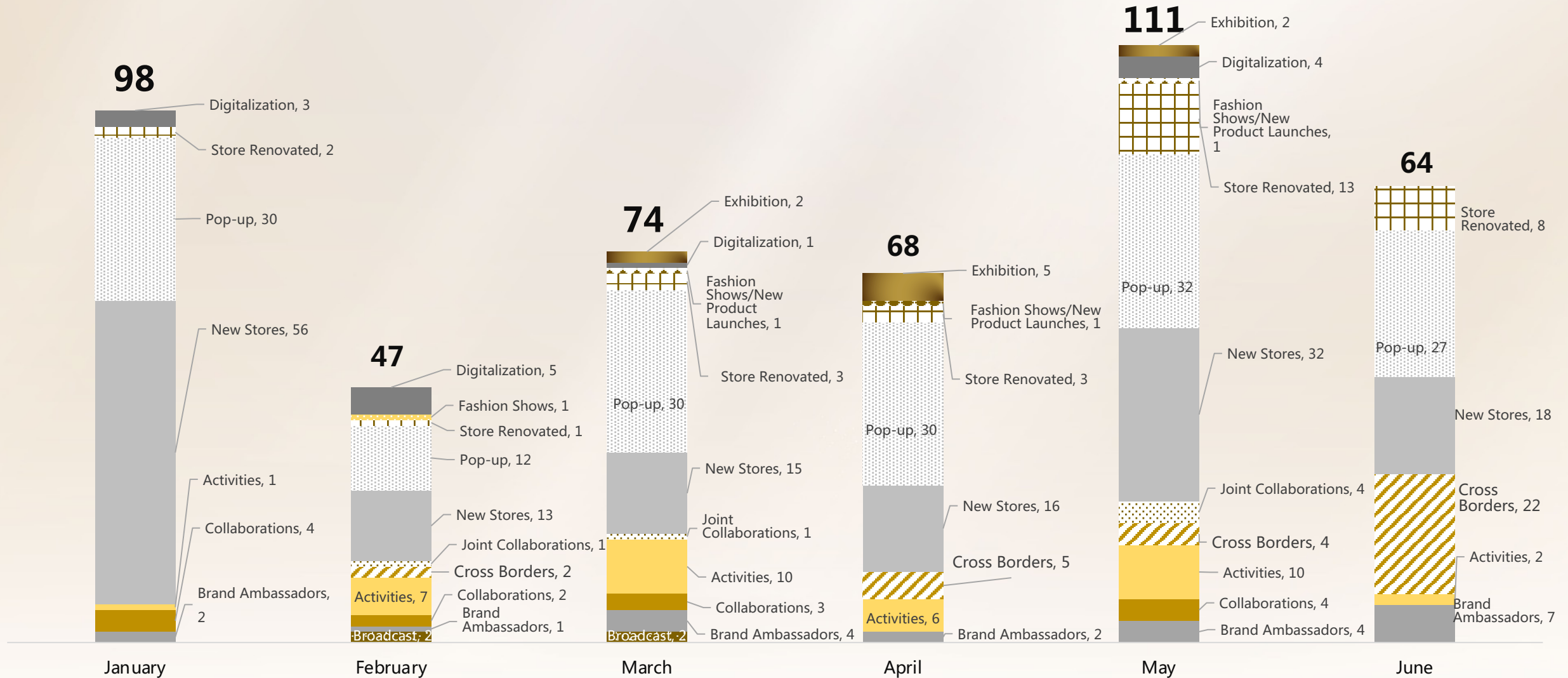
In the past six months, young people have been driving the music performance market. During the May Day holiday, Loewe's bamboo castle, crafted from recycled materials using traditional craftsmanship and natural bamboo, appeared at the vibrant music festival scene. This perfectly embodies the "vacation feel" that young people are currently seeking and the brand's commitment to sustainability. It leaves a profound memory anchor in the minds of young consumers, aligning them with the brand's values.



Dashboard of Luxury Brands' Activities in China 2023 H1

Dashboard of Luxury Brands' Activities in China

By month , **May** is the most popular , followed by **January & March**.



Comparison of the Number of New Physical Stores and Pop-up Shops Opened by Luxury Brands in China (2023 H1 vs. 2022)

Store Dynamic Data

Number of luxury brands that opened new stores

69
2023 H1 VS **77**
2022

Number of new stores luxury brands opened

150
2023 H1 VS **185**
2022

Pop-ups Data

Number of luxury brands that organized pop-up events

54
2023 H1 VS **78**
2022年

Number of pop-ups luxury brands have organized

161
2023 H1 VS **334**
2022年

Number of New Store Openings and Cities by Luxury Brands (2023 H1)

City	Number of Stores Opened	City	Number of Stores Opened	City	Number of Stores Opened
Chengdu	36	Ji'nan	4	Dalian	1
Lanzhou	13	Qingdao	4	Shenyang	1
Zhengzhou	12	Hefei	3	Tianjin	1
Fuzhou	9	Sanya	3	Suzhou	1
Shanghai	8	Kunming	3	Taiyuan	1
Shenzhen	8	Guangzhou	2	Nanning	1
Beijing	8	Changsha	2	Macau	1
Nanjing	7	Ningbo	2		
Hangzhou	5	Chongqing	2		
Haikou	5	Nanchang	2		
Wuhan	4	Hong Kong	1		

Comparison of rankings of cities with the number of newly opened luxury brand store (2023 H1 vs. 2022)

2023 H1, City ranking	City	Number of Stores Opened	2023 H1, City ranking	City	Number of Stores Opened	2022, City ranking	City	Number of Stores Opened
1	Chengdu	36	9	Hefei	3	1	Shanghai	37
2	Lanzhou	13	9	Sanya	3	2	Chengdu	35
3	Zhengzhou	12	9	Kunming	3	3	Shenzhen	14
4	Fuzhou	9	10	Guangzhou	2	4	Sanya	10
5	Shanghai	8	10	Changsha	2	5	Beijing (Ranked 5th)	9
5	Shenzhen	8	10	Ningbo	2	5	Nanjing (Ranked 5th)	9
5	Beijing	8	10	Chongqing	2	6	Haikou	8
6	Nanjing	7	10	Nanchang	2	7	Wuhan	7
7	Hangzhou	5				8	Zhengzhou	6
7	Haikou	5				9	Hangzhou (Ranked 9th)	5
8	Wuhan	4				9	Qingdao (Ranked 9th)	5
8	Ji'nan	4				9	Guangzhou (Ranked 9th)	5
8	Qingdao	4				10	Wuxi (Ranked 10th)	4
						10	Chongqing (Ranked 10th)	4

The 22 Luxury Brands With the Most New Store Openings (2023 H1)

48 China's first stores/provincial capital first stores/city first stores

Brand	No. of Stores	First Store	Brand	No. of Stores	First Store
Marni	6	Yunnan, Shenzhen, Dongbei	Versace	4	
Qeelin	5	Lanzhou	Max Mara	3	
Celine	5	Henan, Fuzhou, Shandong	Gucci	3	
Jil Sander	5	Beijing, Yunnan, Zhejiang, Macau, Jiangsu	TAG Heuer	3	Lanzhou
Ermenegildo Zegna	4	Ji'nan	Bottega Veneta	3	
Maison Margiela	4	Kunming	Longines	3	
Cartier	4	Fuzhou, Lanzhou	Boucheron	3	Zhejiang
Blancpain	4	He'nan, Shenzhen, Gansu	Omega	3	
Christian Louboutin	4	Anhui	Van Cleef & Arpels	3	Shandong, Fujian, He'nan
Rolex	4	Gansu	Etro	3	
CHAUMET	4	He'nan, Anhui	Glashütte Original	3	He'nan

Ranking of the Number of New Luxury Brand Store Openings in Commercial Properties (2023 H1)

Commercial Building	Number of Stores Opened	Commercial Building	Number of Stores Opened	Commercial Building	Number of Stores Opened
Chengdu SKP	33	Hangzhou Tower	3	DT51	2
Lanzhou MixC	13	Hefei Intime	3	Nanchang WS MALL	2
Zhengzhou David Plaza	12	Shenzhen MixC	3	Wuhan MixC	2
Fuzhou MixC	9	Kunming Ginkgo Mall	3		
Nanjing Deji Plaza	7	Beijing Sanlitun Taikoo Li	3		
Shenzhen Bay MixC	4	Shanghai Plaza 66	2		
Jinan MixC	4	Guangzhou Taikoo Hui	2		
Haikou International Duty-Free City	4	Shanghai L'Avenue	2		
Qingdao Hisense Plaza	4	Changsha IFS	2		

List of Other Commercial Properties Where Luxury Brand New Store Openings Are Located (2023 H1)

Commercial Properties

Dalian Olympia 66

Wuhan WS Mall

Taiyuan MixC

Hangzhou MixC

Chongqing IFS

Shenyang Charter

Chongqing MixC

Wuhan Heartland 66

Commercial Properties

Beijing China Central
Mall Garage

Chengdu IFS

Beijing WF Central

Chengdu Intime

Shenzhen MixC City

Chengdu Taikoo Li

Suzhou Center

Commercial Properties

Hangzhou Hubin Yintime
in77

Tianjin MixC

Shanghai iapm

Beijing China World Mall

Shanghai Jing'an Kerry
Center

Hong Kong Harbour City

Commercial Properties

Sanya HTDF

Shanghai Qiantan
Taikoo Li

Ningbo Heyi Avenue
Shopping Center

Nanning MixC

Ningbo MixC

The Londoner Macau

The 23 Luxury Brands With the Most New Pop-up Shop Openings (2023 H1)

Brand	Number of Stores Opened	Brand	Number of Stores Opened	Brand	Number of Stores Opened
Louis Vuitton	14	Vacheron Constantin	5	Tiffany & Co.	3
Dior	11	BVLGARI	4	Loro Piana	3
Celine	8	Van Cleef & Arpels	4	Breitling	3
Gucci	8	Harry Winston	4	Fendi	3
CHAUMET	6	Givenchy	4	Yves Saint Laurent	3
Loewe	6	Delvaux	3		
Versace	6	Omega	3		
Marni	5	Curiel	3		
Dolce&Gabbana	5	Balmain	3		

奢侈品牌在中国 华丽双周榜

Luxury Brands in China Most Remarkable Cases

From May 2020, China's authoritative fashion and business financial media, Luxe.CO has been releasing a biweekly feature called "Luxury Brands in China: Most Remarkable Cases." It promptly compiles and selects the most noteworthy and exemplary cases of innovation from luxury brands in China.

It is often believed that the advantage of international top-tier luxury brands lies in their rich history, exceptional craftsmanship, and rare materials. Every enduring luxury brand must keep up with the times and innovate. In the China market, luxury brands' pace of innovation surpasses that of anywhere else in the world. They resonate with the current trends and boldly embrace innovation.

In this report, we particularly recap and summarize the luxury brands that were featured on the biweekly list in the first half of 2023.



Scan the code to view
all the bi-weekly reports

Luxury Brands That Made It to the Luxe.CO Biweekly Top Cases List in the First Half of 2023



Brands on the list	No. of times listed	Brands on the list	No. of times listed
Louis Vuitton	3	Graff	1
Cartier	2	Tiffany & Co.	1
Gucci	2	Valentino	1
Hermès	2	Bottega Veneta	1
Stefano Ricci	1	ARC'TERYX	1
Maison Margiela	1	BVLGARI	1
Balenciaga	1	Giorgio Armani	1
Jaeger-LeCoultre	1	Ferrari	1

An Illustration of Past Rankings on the Ranking List

The 2022 Annual Luxury Brand Power Ranking in China

华丽志 LUXE.CO 智华 卓丽 2022 奢侈品牌中国 活力榜 TOP10		
排名	品牌	
1	LOUIS VUITTON	Louis Vuitton 路易威登
2	DIOR	Dior 迪奥
3	BVLGARI	BVLGARI 宝格丽
4	GUCCI	Gucci 古驰
5	BURBERRY	Burberry 博柏利 (并列第 5)
5	LOEWE	Loewe 罗意威 (并列第 5)
6	PRADA	Prada 普拉达
7	CELINE	Celine 思琳 (并列第 7)
7	qeelin	Qeelin 麒麟珠宝 (并列第 7)
8	Maison Margiela	Maison Margiela 马吉拉时装屋
9	VALENTINO	Valentino 华伦天奴 (并列第 9)
9	Van Cleef & Arpels	Van Cleef & Arpels 梵克雅宝 (并列第 9)
10	MaxMara	Max Mara 麦丝玛拉

The 2022 Annual Luxury Jewelry and Watch Brand Power Ranking in China

华丽志
LUXE.CO
LUXURY & JEWELLERY
智华
卓丽
JEWELLERY & LUXURY

2022年度
奢侈珠宝&腕表品牌中国活力榜 TOP10

排名	品牌
1	BVLGARI BVLGARI 宝格丽
2	qeelin Qeelin 麒麟珠宝
3	Van Cleef & Arpels Van Cleef & Arpels 梵克雅宝
4	Cartier 卡地亚
5	VACHERON CONSTANTIN Vacheron Constantin 江诗丹顿

排名	品牌
6	DE BEERS De Beers 戴比尔斯
7	TIFFANY & CO. Tiffany & Co. 蒂芙尼
8	HUBLOT Hublot 宇舶表
9	IWC IWC 万国表
10	CHAUMET Chaumet 尚美巴黎

与2021年比，总排名上升最快的10个奢侈品牌

华丽志
LUXE.CO
LUXURY & JEWELLERY

智华
卓丽
JEWELLERY & LUXURY



VACHERON CONSTANTIN
GENEVE

Vacheron Constantin
江诗丹顿

↑ 16名



BLANCPAIN

Blancpain
宝珀

↑ 13名

TAGHeuer

SWISS ARTIST-GARDED SINCE 1860

TAG Heuer
泰格豪雅

↑ 11名

ROGER DUBUIS

Roger Dubuis
罗杰·杜彼

↑ 10名

BUCCELLATI

Buccellati
布契拉提

↑ 9名

MIKIMOTO

Mikimoto
御木本

↑ 7名

TASAKI

TASAKI
塔思琦

↑ 6名

PIAGET

Piaget
伯爵

↑ 5名

qeelin

Qeelin

↑ 2名

DE BEERS

De Beers
戴比尔斯

↑ 2名

数据来源：中国奢侈品行业品牌活力榜

6

The 2021 Luxury Brand Power Ranking in China

排名	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)

If you wish to access more luxury industry reports, please search on the Luxe.CO app or the Luxe.CO website.
For the English version of the rankings, you can visit the website at luxeplace.com.

Our Unique Value Proposition

- Luxe.CO is a leading fashion and business financial information platform
- A decade of meticulous construction of industry databases and research systems
- World's first, carrying vast real-time information, Tong.Luxe.CO
- Bilingual coverage at home and abroad (English: luxeplace.com)
- The Preferred Platform for Global Fashion CEOs/Executives to Voice Their Opinions in China

Audience Profile

- To Business: A readership of management talents who have been following and highly trust Luxe.CO for many years.
- To Customer: High-net-worth, highly perceptive, and highly educated 3H elite consumers with a word-of-mouth reputation.
- Readers are spread across major cities in China's first and second-tier cities and some overseas metropolises.
- Lighthouse and Ripple Effect: Influence spans across various sectors including fashion, finance, technology, and media.

(Manufacturers, designers, brand owners, commercial real estate, online and offline retailers, social media platforms, funds/securities firms, online and offline media, etc.)

华丽志 LUXE.CO



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APP



Mandarin Website
luxe.co



English Website
luxeplace.com

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All data in this report is sourced from the Tong.Luxe.CO platform, which is the world's first real-time fashion business dynamic platform launched by Luxe.CO.

It aggregates real-time business dynamics in the fashion industry in a one-stop fashion, with a focus on the China market while also considering overseas trends.



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Luxe.CO Intelligence has been deeply rooted in the fashion and luxury industry for a long time. With the industry network, data intelligence, and knowledge system we have consistently built, we are committed to providing professional, innovative, and forward-looking consulting services to brands and businesses in China and abroad.

Our consulting services cover various aspects, including brand revitalization and upgrade strategies, brand content and communication strategies, segmentation industry positioning and opportunity analysis, China market entry strategies, and more.

Luxe.CO Intelligence regularly shares our research findings with entrepreneurs, senior executives, and investment institutions both in China and overseas.

For customized projects and collaboration discussions, please feel free to contact:

Wang Qiong | Director of Luxe.CO Intelligence

WeChat: elisatina929

Email: lci@luxe.co

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- Seven Key Themes for Sustainable Development in the Luxury Industry
- Italian Fashion Brands in China
- 2022 Chinese Luxury Marketing Report: Seizing the Private Domain Territory
- Luxury Brand Observations in China for 2022 by Luxe.CO Intelligence
- Louis Vuitton in 2022
- 2022 Global Down Jacket Brand Research Report
- Middle East Fashion Report
- Dior in 2022
- Chanel in 2022
- 2022 Annual Luxury Brand Activity Ranking in China
- Hermès in 2022
- Southeast Asia Fashion Report
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- 2022 Luxury Jewelry and Watch Brand Activity Ranking in China
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