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INTELLIGENCE

2024

Luxury Jewelry & Watch Brands in China Power Ranking

(The Abridged Edition for Free Download)

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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.

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



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 6,000 brands included so far. The 30,000+ high-quality articles on LUXE.CO covers luxury, fashion, beauty, sports, outdoor, home, travel, and wellness sectors, and almost all major business and financial events are 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 LUXE.CO Intelligence, as well as carefully selected third-party reports.

2022年

2023H1

2023

2024H1

2024



Introduction

Talking about the performance of global luxury watch and Jewelry market over the past year, most of us have mixed feelings.

Jewelry, and in particular **high Jewelry (haute joaillerie)**, performed strongly, outstanding among all luxury categories, making it one of the most resilient core categories in the luxury sector today.

The value carried by high jewelry is multifaceted and timeless : glamour, taste, symbol of wealth and a touch of eternity.. Making the category stand out especially in times of economic volatility. The iconic brands are boosting their power, while new blood keeps coming, pushing the level of attention and interest on distinctive jewelry brands higher and higher.

"I remember 20, 25 years ago, we used to assess in general that the branded jewelry represented maybe 5% of the market. I think today, we would assess probably around 25%, maybe a bit more, and it continues to evolve. Well, it's difficult to know exactly to what extent and at what pace, but we see the importance of brands in that category really developing."

—Nicolas Bos, Chief Executive Officer, Richemont

There is no doubt that high Jewelry brands with high public awareness and distinctive brand images have formed deep-rooted 'desire' through long-term brand building and communication. Their performance is not only driven by the growth of high-net-worth customer spendings but also benefits from the implementation of the 'High-Low Brand Strategy' (which refers to brands that operate both high- and low-priced products in the market), which continues to attract a wider range of customers.

In contrast, in the field of **fine watches**, which places greater emphasis on complex craftsmanship and mechanical innovation, only a handful of brands can mass-produce high-quality watches at affordable prices while enhancing their IP value. For watch brands, there is no straightforward answer to the question of how to strike a balance between 'accessibility' and 'exclusivity', and expand the customer base while maintaining the brand's reputation in the industry.

Compared with high Jewelry, fine watches have always appeared to be more reserved and introverted, and their association with fashionable lifestyle is relatively low. In China's burgeoning luxury goods market, the social custom to buy mechanical watches is yet to be established; and the relatively high knowledge barrier makes many 'aspirational consumers' easily discouraged, drifting outside the 'context' of fine watches and hard to resonate with.

Introduction

As China's luxury goods market enters a phase of "**normalization**," reviving consumer desire for fine watches and establishing the unique charm and vitality of brands remains a pressing challenge for the watch industry. It requires the management to adopt more forward-thinking strategies and innovative mindset, particularly in brand development and communication.

Who will find the "breakthrough path"? Let's wait and see.

The **2024 Luxury Jewelry and Watch Brand China Power Rankings**, jointly presented by **LUXE.CO** and **LUXE.CO Intelligence**, covers 40 brands and 377 updates.

Consumer Education continues to be critical for luxury brands, especially for watch and jewelry brands, in attracting and retaining valuable customers. In the 2024 updates, we see that luxury jewelry and watch brands' investments in exhibitions remain steady, while also reinforcing customer engagement through a variety of other experiential activities.

Moreover, some brands have continued to focus on refreshing and upgrading their stores, optimizing retail space layouts to better communicate their value propositions and improve purchase conversion rates. Such investments are expected to yield positive returns in the long run.

Going forward, undoubtedly, in order to strengthen the market position in China's market and reignite consumer enthusiasm, luxury jewelry and watch brands must make continuous investment in a more creative and effective way.

2024

Luxury Jewelry & Watch Brands in China Power Ranking TOP5

No.1

TIFFANY & Co.



No.2

VACHERON ✕ CONSTANTIN



No.3

Cartier



No.4*

18
1735
BLANCPAIN
MANUFACTURE DE HAUTE HORLOGERIE
宝珀



Van Cleef & Arpels



No.5*

BVLGARI



qeelin



*Note: Since the scores for the 4th and 5th places are identical, the rankings are tied and are presented in alphabetical order of the brand names.

2024

Luxury Jewelry & Watch Brands in China Power Ranking TOP10

No.1

TIFFANY & CO.

No.2


VACHERON CONSTANTIN
GENÈVE

No.3

Cartier

No.4*


BLANCPAIN
MANUFACTURE DE HAUTE HORLOGERIE
宝珀

Van Cleef & Arpels

No.5*

BVLGARI

qeelin

No.6*


JAEGER-LECOULTRE


OMEGA

No.7

IWC
SCHAFFHAUSEN

No.8*

DE BEERS

Glashütte
ORIGINAL

No.9

PIAGET

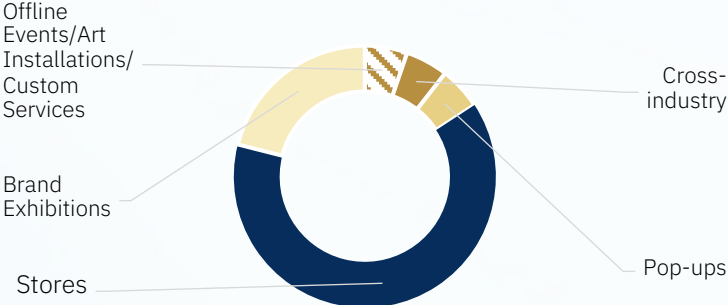
No.10*

MIKIMOTO

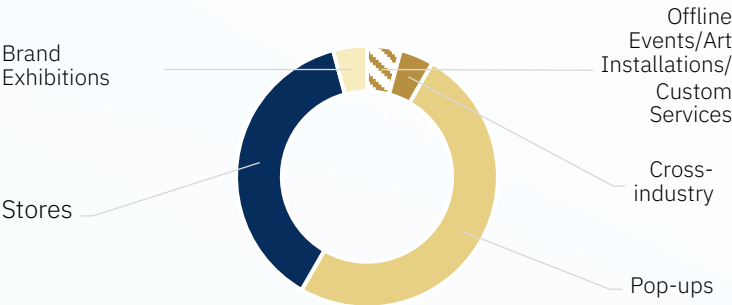
BREITLING
1884

Distribution of Activities of TOP5 Brands (2024)

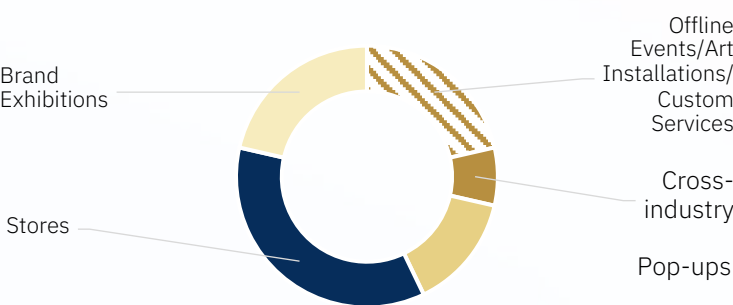
No.1
Tiffany & Co.



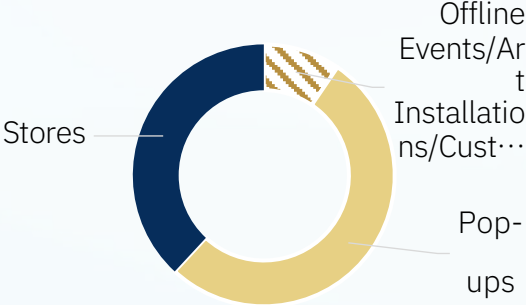
No.2
Vacheron Constantin



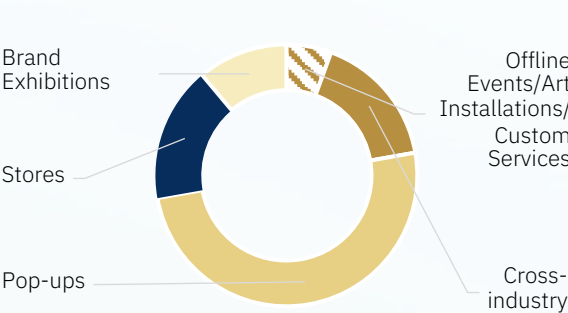
No. 3
Cartier



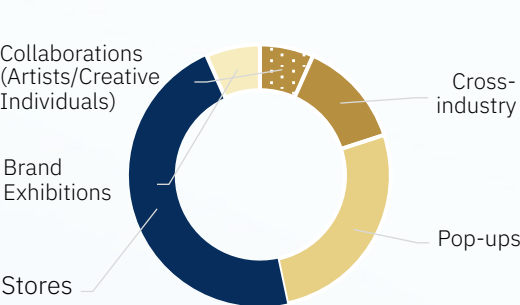
No.4
Blancpain 宝珀



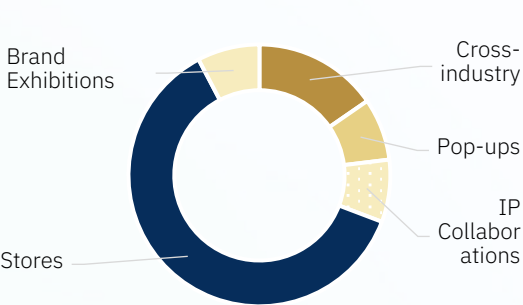
No.4
Van Cleef & Arpels



No. 5
BVLGARI



No. 5
Qeelin



The scoring for the Power Ranking is based on data collected by LUXE.CO on the marketing activities and channel expansion efforts of major luxury brands in the China's market in 2024H1. 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 greater than that for a regular exhibition, and the weight for a nationwide first store opening is superior to that of a city's first store opening, with first stores in first-tier cities holding more weight than those in second-tier cities, and so on.

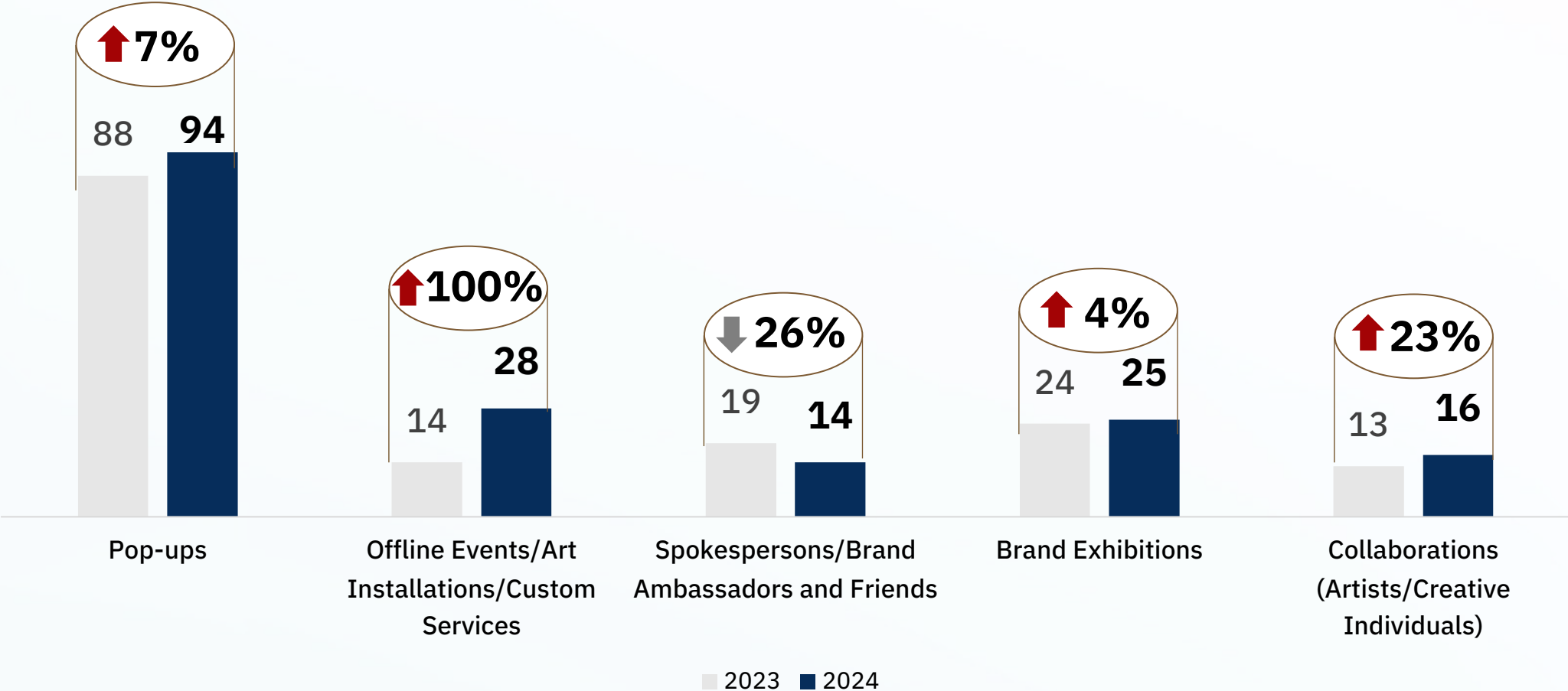
(Note: This ranking does not include developments related to luxury beauty, skincare, fragrance, or eyewear.)

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, other store renovations.
2. **Brand Exhibitions:** Large-scale brand exhibitions, regular brand exhibitions, and 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, and 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 ambassadors/Ambassadors/Friends:** Appointments of Chinese brand spokespersons, appointments of Chinese brand ambassadors, appointments of brand friends.
8. **Communication:** Publication of books.
9. **Digital Marketing and E-commerce:** Online stores, interactive experiences, and podcasts.
10. **Other Brand Activities:** Customization, art installations, pop-up stores, and experiential spaces.

All updates are sourced from: LUXE.CO Intelligence, the brands' WeChat/Weibo accounts and press releases. To view the 2024 H1 rankings, click the link: <https://luxeco.co/post/358785>.

Changes in Marketing Mix (2023 vs. 2024)



TOP 10 New Brands to the Ranking (2024 vs. 2023)

Glashütte
ORIGINAL

IWC
SCHAFFHAUSEN


JAEGER-LECOULTRE

MIKIMOTO

Ω
OMEGA

PIAGET

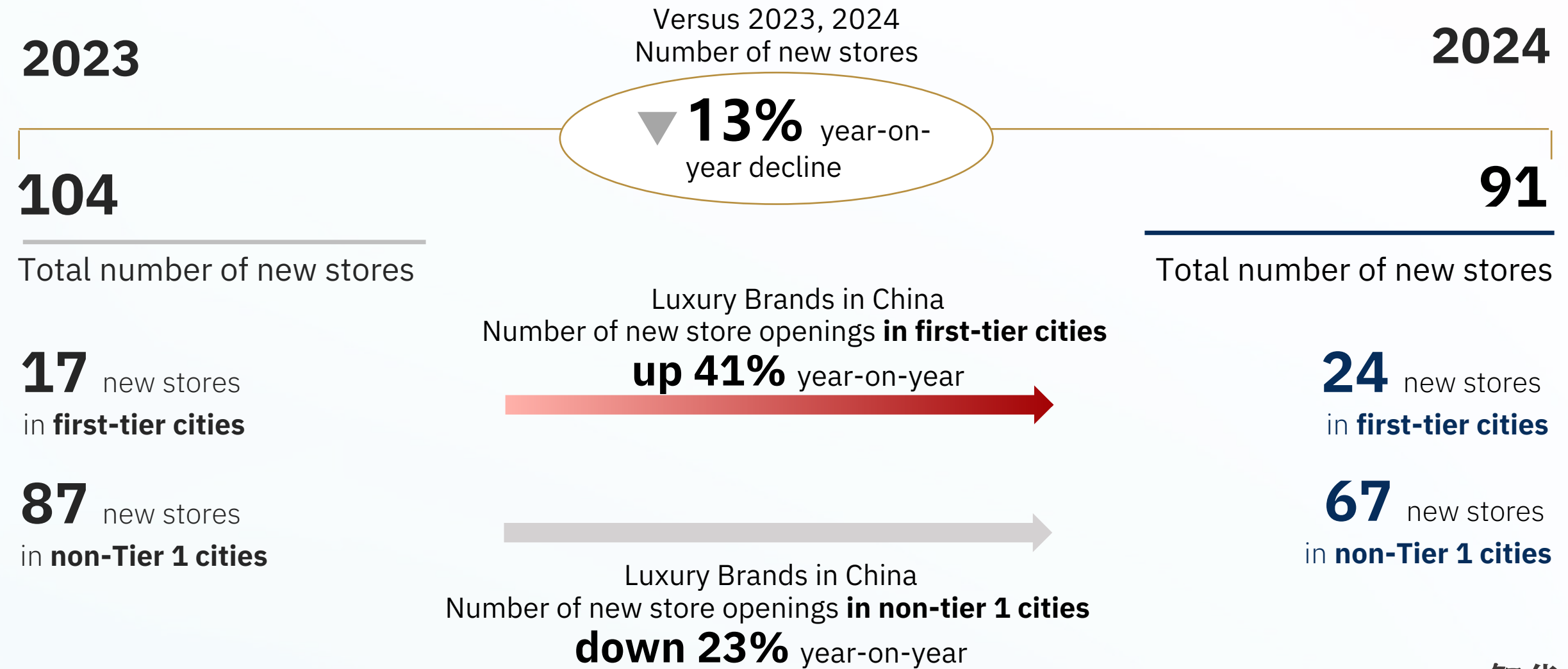
Parent Companies of TOP 10 Brands

Parent Group/Company	Brand (2024 Ranking)
LVMH Group	Tiffany & Co. (1)
	BVLGARI (5)
Richemont Group	Vacheron Constantin (2)
	Cartier (3)
	Van Cleef & Arpels (4)
	Jaeger-LeCoultre (6)
	PIAGET (9)
	IWC (7)
Swatch Group	Blancpain (4)
	Omega (6)
	Glashütte Original (8)

Parent Group/Company	Brand (2024 Ranking)
BREITLING UK LIMITED	Breitling (10)
De Beers Group	De Beers Jewellers (8)
Kering Group	Qeelin (5)
Mikimoto Ltd.	Mikimoto (10)

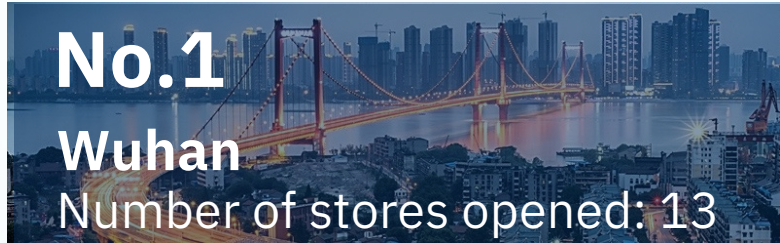
New Store Openings for Luxury Jewelry & Watch Brands (2024)

Luxury Jewelry & Watch Brands **New Store Openings** in China (2023 vs. 2024)



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

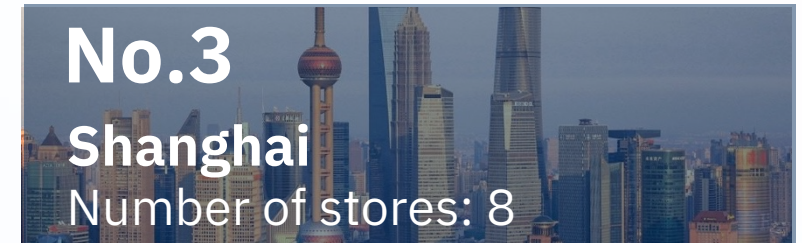
Top 5 Cities Where Luxury Jewelry & Watch Brands Opened the Most New Stores in China (2024)



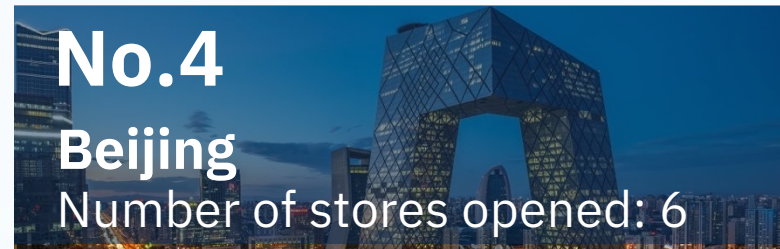
Wuhan SKP



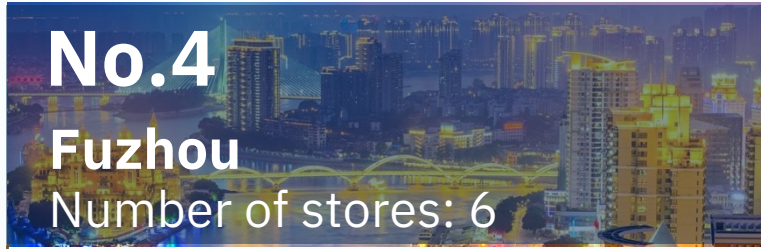
Nanjing Deji Plaza, Nanjing IFC



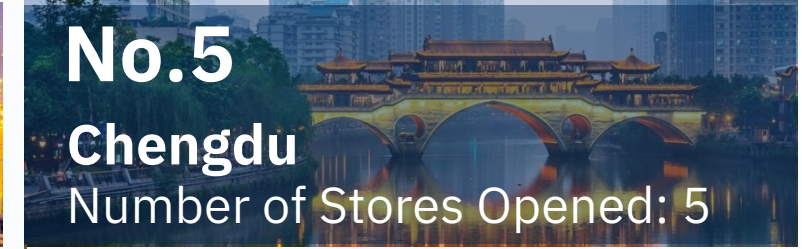
Shanghai Grand Gateway 66 Plaza, Shanghai IFC, West Nanjing Road, Shanghai, Taikoo Li Qiantan, Shanghai



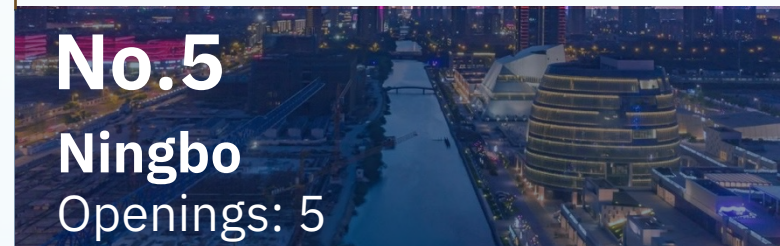
Beijing SKP, Beijing China World Trade Centre, Beijing WF Central



Fuzhou MixC



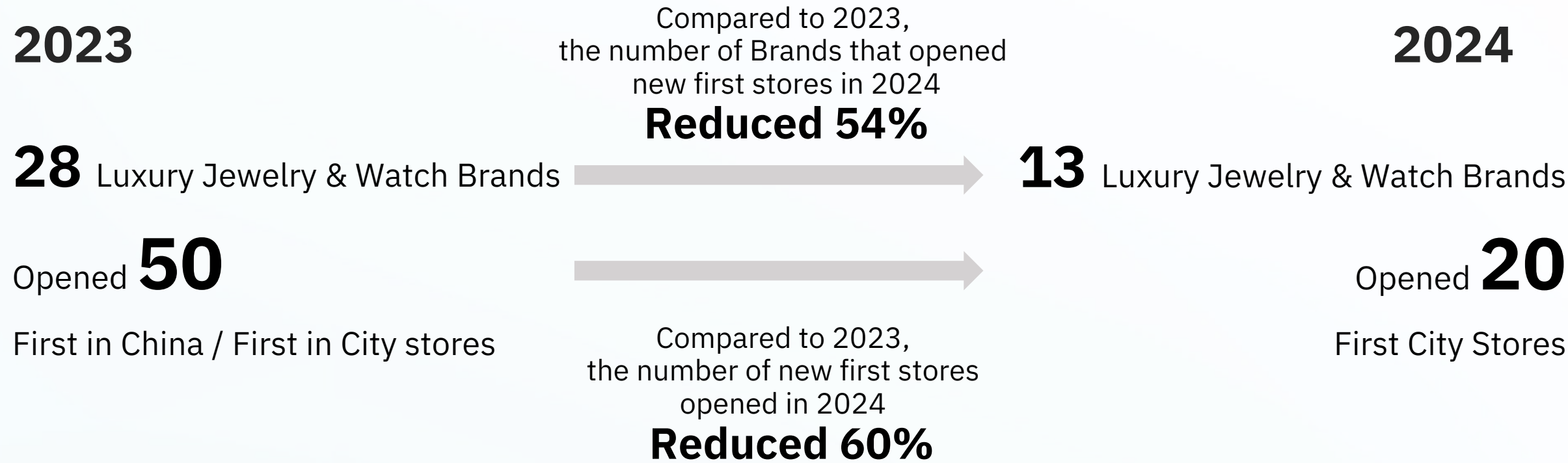
Chengdu IFS, Chengdu Taikoo Li, Chengdu MixC



Ningbo Hankyu Department Store

Overview of New "First Stores" in 2024

Luxury Jewelry & Watch Brands' New "First Store" Openings in China (2023 vs. 2024)

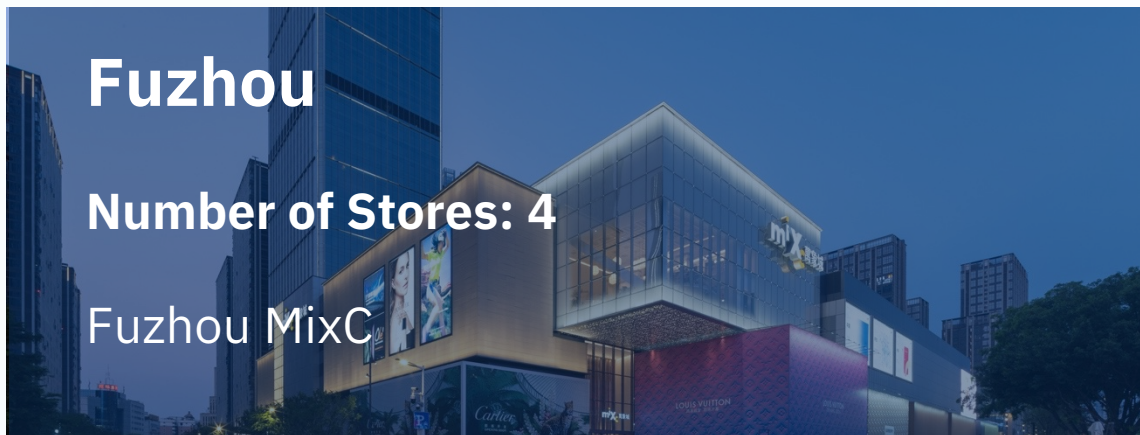


Top 4 Cities Where Luxury Jewelry & Watch Brands Opened the Most New "First Stores" in China (2024)

Fuzhou

Number of Stores: 4

Fuzhou MixC



Macao

Number of Stores: 2

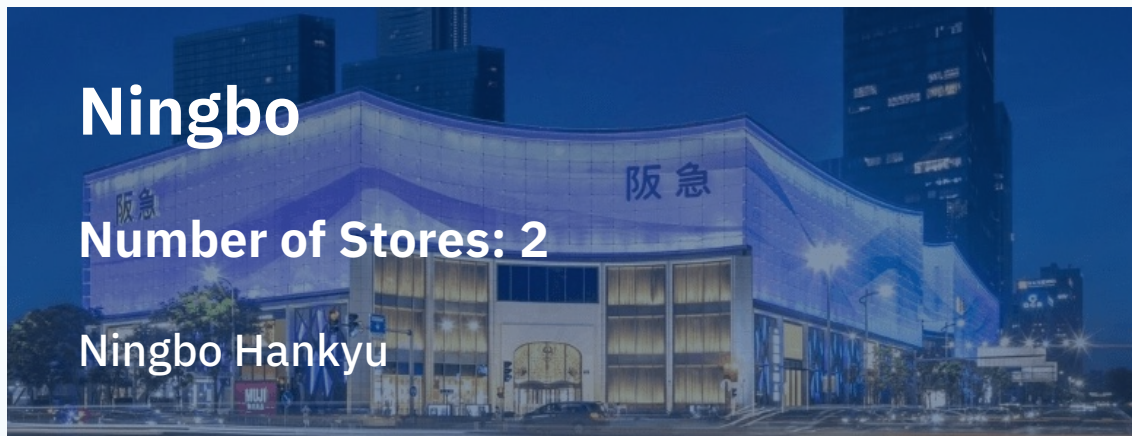
The Palaza Macao
The Venetian Macao



Ningbo

Number of Stores: 2

Ningbo Hankyu



Sanya

Number of Stores: 2

Sanya International Duty Free City



Highlights of New Stores Opened in 2024

Highlights of New Stores Opened in 2024

A.Lange & Söhne

📍 Taipei 101 shopping Centre
The first store in Taipei



Audemars Piguet

📍 The Palaza Macao
The first AP House in Macao



*Note: The stores are sorted alphabetically by brand

Highlights of New Stores Opened in 2024

Harry Winston

📍 Hangzhou Tower
The first store in Hangzhou



Van Cleef & Arpels

📍 Beijing WF Central
The biggest store in China



*Note: The stores are sorted alphabetically by brand

Highlights of New Stores Opened in 2024

Vacheron Constantin

📍 **Guangzhou Taikoo Hui**
The biggest store in China



Vacheron Constantin

📍 **Beijing SKP**
VIC Room



**Note: The stores are sorted alphabetically by brand

Store Renovations and Upgrades in 2024

Luxury Jewelry & Watch Brands **Store Renovations** (2023 vs. 2024)

2023

13 brands

A total of **21** store
refurbishments were completed

The number of brands
which renovated their stores

increased by 62% year-on-year.

Number of stores refreshed
Increase by 100%+
year-on-year

2024

21 brands

A total of **54** store
refurbishments were completed

**Four of them are
Single store/multi-storey stores,
and they occupy 7% of the total
number of refreshed stores.**

Cities and commercial complexes where luxury Jewelry & Watch brand stores in China have been upgraded to high specifications (2024)



*Note: "High specification" means upgraded and refurbished to a single or multi-storey store.

CARTIER

📍 **Elements, Hong Kong**
Renewal Opening



Chaumet

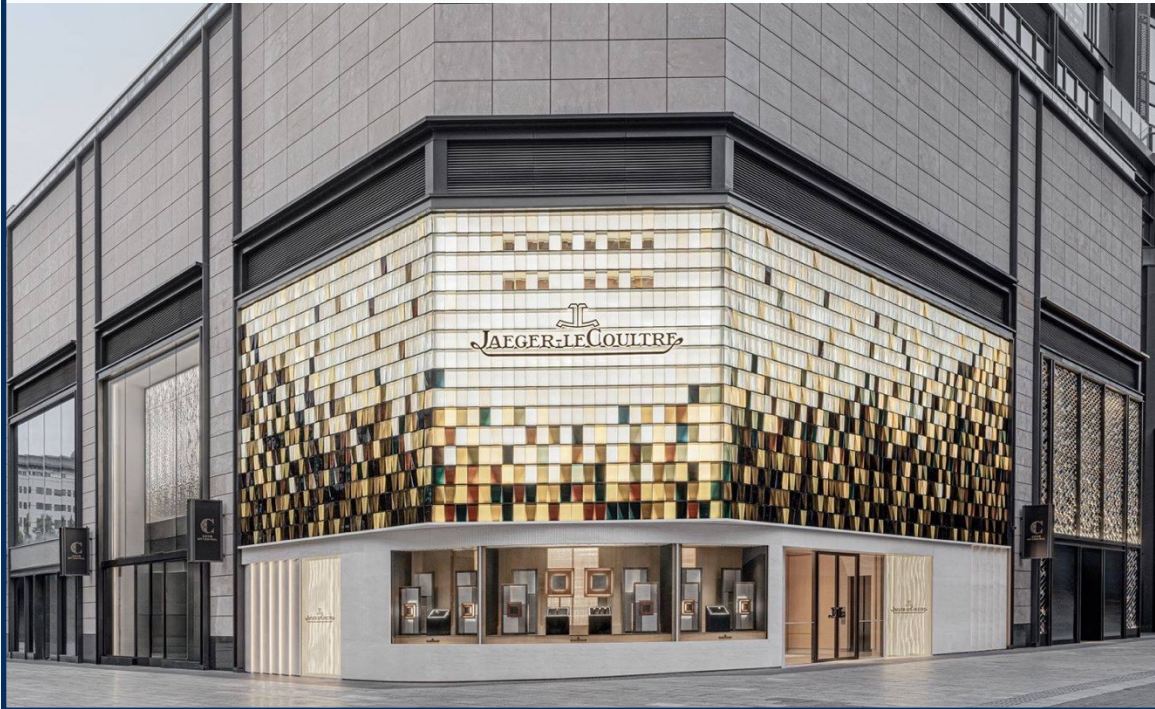
📍 **Beijing SKP**
Renewal Opening with a Salon Vendome



*Note: The stores are sorted alphabetically by brand

Jaeger-LeCoultre

📍 Beijing WF Central
Renewal Opening



IWC

📍 Beijing WF Central
Renewal Opening



*Note: The stores are sorted alphabetically by brand

Qeelin

📍 Harbour City, Hong Kong
Renewal Opening



TIFFANY&CO.

📍 Chengdu SKP
Renewal Opening, the biggest store in China



*Note: The stores are sorted alphabetically by brand

Trends in Luxury Jewelry & Watch Brands' Activities in 2024

Creating Experiential Customer Relationships



Van Cleef & Arpels

The Treasure of Heaven Fine Jewelry Appreciation was held in Chongzuo, Guangxi. The VICs were invited to participate, presenting them with the brand's fine jewelry creations and presenting them with a fireworks display and an interactive experience closely related to the jewelry theme.



Qeelin

On the occasion of the 20th anniversary of the brand, a private exhibition of the Miracle Garden fine jewelry collection was held in Hangzhou.



Vacheron Constantin

The brand opened a parlour exclusively for VICs in SKP Beijing.

Continued Investment in Brand Exhibitions



Boucheron

The brand presented the new Carte Blanche, Or Bleu High Jewelry collection at the Starland Art Centre in Beijing.



Cartier

The Brand supported the exhibition Cartier, the Power of Magic at the Shanghai Museum.



Patek Philippe

The brand held a special 10th anniversary exhibition at the Maison Patek Philippe Beijing



Pomellato

The Brand presented its first art exhibition in Shanghai – Art & Jewelry: Pomellato's Legacy of Creativity and Craftsmanship, From 1967 to Today.

Ongoing Investment in Brand Exhibitions



Vacheron Constantin

On August 9, Swiss luxury watchmaker Vacheron Constantin unveiled a new private exhibition, Tribute to Traditional Culture: The Seawater Cliff in the Journey of Time, at Beijing's ancient Pudu Temple.



GRAFF

GALAXIA Fine Jewelry Exhibition was held at Shengbai Art Space, Beijing.



BVLGARI

The global finale of Bulgari's The Serpenti Factory exhibition was held at the Qihoo Art Museum in Beijing on July 19th. The Beijing stop was the largest venue in this series of touring exhibitions.



TASAKI

To celebrate the 70th Anniversary of FLOATING SHELL, FLOATING DREAMSHELL Exhibition was held at START Art Museum, Shanghai.

Launch of the New High Jewelry Collection



Tiffany & Co.

The launch of Nathalie Verdeille's second Tiffany Blue Book Fine Jewelry collection, Tiffany Céleste, was held at the Mandarin Oriental Qianmen Hotel in Beijing. This event marked the collection's Chinese premiere.



Cartier

The brand launched its new NATURE SAUVAGE High Jewelry collection at The Bund·City Hall Plaza, along with an exhibition and a demonstration of high Jewelry craftsmanship. Alexandre Auberson, head of the Cartier Jewelry Academy, and his team led a masterclass.



PIAGET

To commemorate 150 years of the brand, Piaget unveiled the new Essence of Extraleganza High Jewelry collection and hosted a celebratory event and an exhibition at the Fosun Art Centre in Shanghai.

Reinforcement of the Classic Collections



Cartier

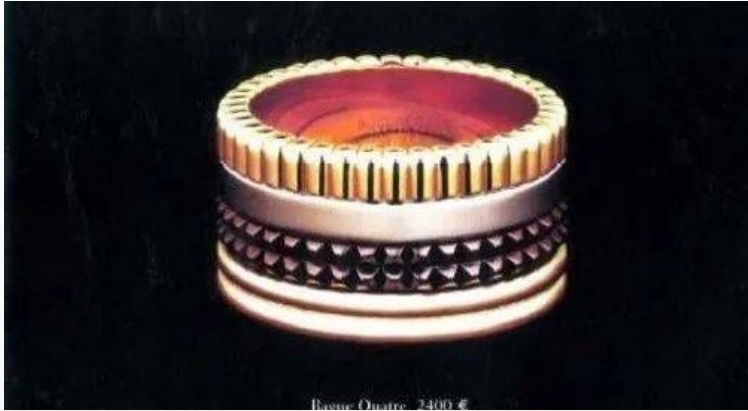
On July 6th, the global premiere of the Cartier TRINITY 100 thematic exhibition was held at the West Bund Art Center in Shanghai.



Van Cleef & Arpels

To promote the Perlée collection, Perlée Limited Time Experience Spaces were opened in Shanghai Yuyuan Road, Beijing Sanlitun, Nanjing Deji Plaza, Wuhan Wushang Mall, Shenzhen Bay MixC and Hangzhou MixC.

Reinforcement of the Classic Collections



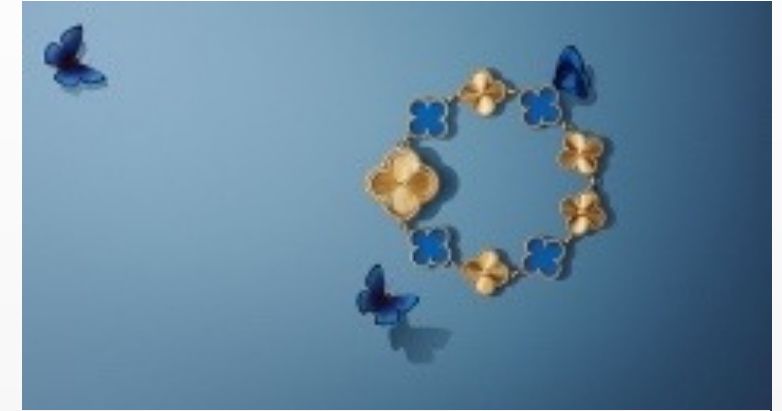
Boucheron

To commemorate the 20th anniversary of the Quatre collection, a special experience space was inaugurated in Shanghai for a limited time. In collaboration with Weibo, the Quatre collection was integrated into the festive scene. When users of the platform searched for specific keywords such as Tanabata Jewelry, Bausch & Lomb, and Quatre, these terms were transformed into unique-shaped designs. Similarly, when users search for Tanabata, Boucheron, Quatre, etc., these keywords will be transformed into unique alien designs.



Tiffany

On the Chinese Valentine's Day 2024, Tiffany partnered with Tmall Super Brand Day to debut the new Tiffany Lock Collection necklace in the Tmall official flagship store worldwide online. Concurrently, a series of character short films, titled Guardian, is the way of love, were released. These films showcased the new Lock series necklaces and further reinforced the brand image of Tiffany as a symbol of love by aligning with the theme of love or through the narrative portrayal of love.



Van Cleef & Arpels

The brand has launched a new interpretation of the Alhambra collection, featuring guilloche-carved yellow gold combined with blue agate. The collection has been promoted through a mini program in the WeChat Moments.

Sharing Deep Knowledge of Watchmaking



Jaeger-LeCoultre

Jaeger-LeCoultre has opened an exhibition entitled The Precision Pioneer at WF Central in Beijing. The exhibition presents the story of Jaeger-LeCoultre, the chain of fine watchmaking, and the concept of "precision" in fine watchmaking. At the same time, the Atelier d'Antoine on the first floor of the newly opened Jaeger-LeCoultre flagship store in WFCentral is open to the public free of charge by appointment for China's market.



A. Lange & Söhne

To commemorate the 30th anniversary of the LANGE 1 collection, Lange & Söhne is proud to announce the launch of the LANGE 1 30th Anniversary Exhibition in WF Central, Beijing. The exhibition will feature a watchmaker's workbench, showcasing the meticulous craftsmanship of the Saxon Manufacture.

Increasing Cultural Relevance



Blancpain

The brand has held Blancpain-Imaginist Literary Prize for seven consecutive years. In addition, it has organised limited-time reading month activities in brand stores, including the Shanghai Xintiandi flagship store and the Beijing Guomao flagship store. These activities enhance the cultural connotations of the brand, reflect its emphasis on culture and art, and further consolidate the emotional bond between the brand and consumers.



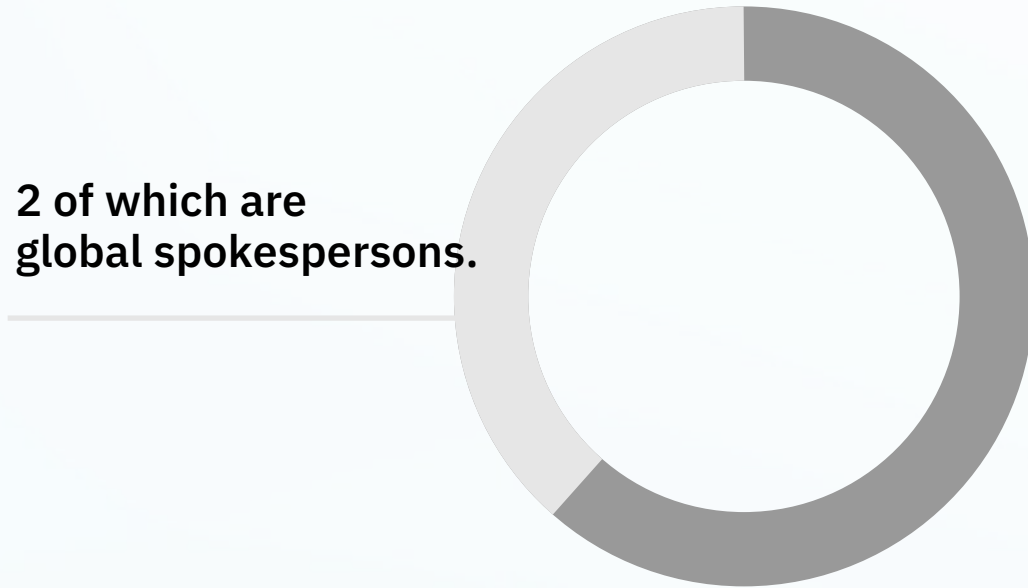
IWC

The IWC Women's Forum was held in Beijing, with brand ambassador and skier Ailing Gu and director Teng Congcong in attendance. The event provided a platform for the discussion of the IWC Women's Spirit from the perspective of professional women. This allowed the brand to demonstrate the importance it attaches to the female spirit, as well as to convey recognition and support for women's strength and independence. The positive brand image thus created helps to attract more female consumers and enhance the brand's popularity and reputation.

New Chinese Ambassadors Appointed (2024)

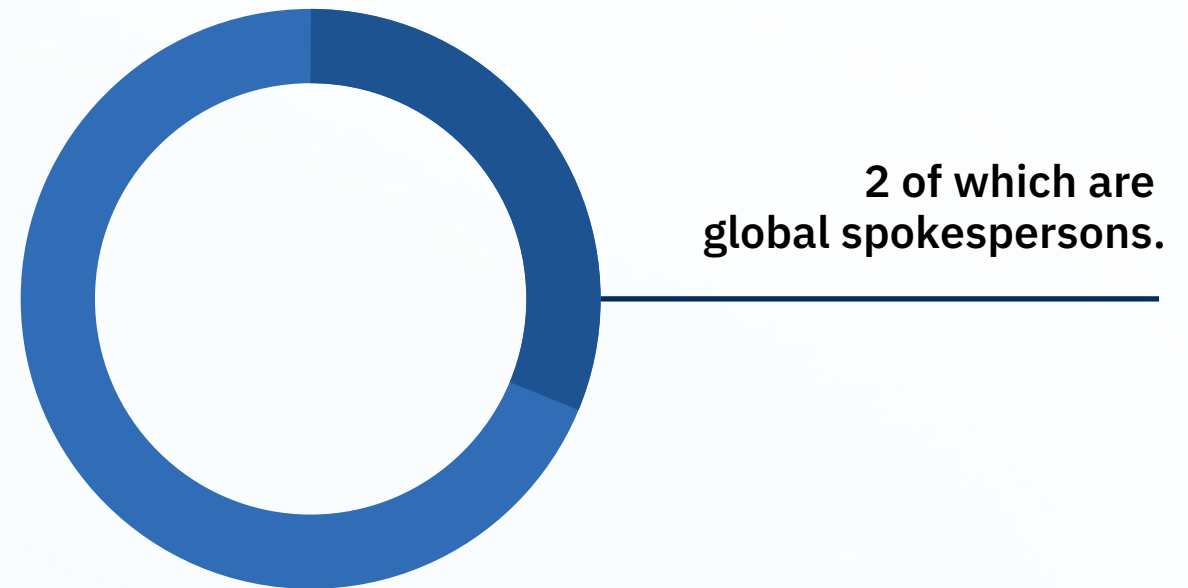
2023

Luxury Jewelry and watch brands
appointed a total of 6 Chinese
celebrities as brand spokespersons.



2024

Luxury Jewelry and watch brands
appointed a total of 7 Chinese
celebrities as brand spokespersons.

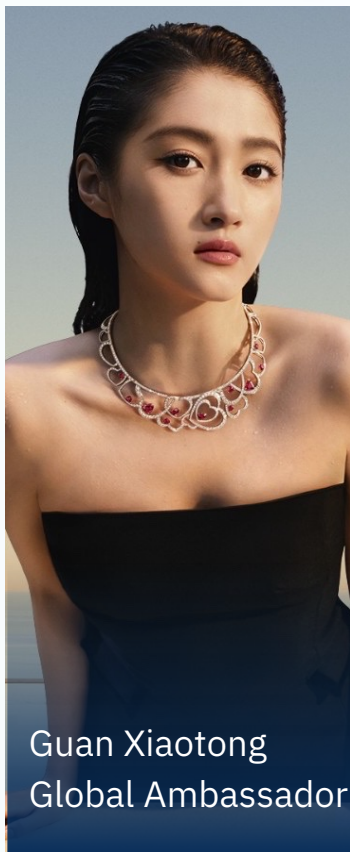


New Chinese Ambassadors Appointed (2024)

DE BEERS
JEWELLERS



FRED



MESSIKA
PARIS



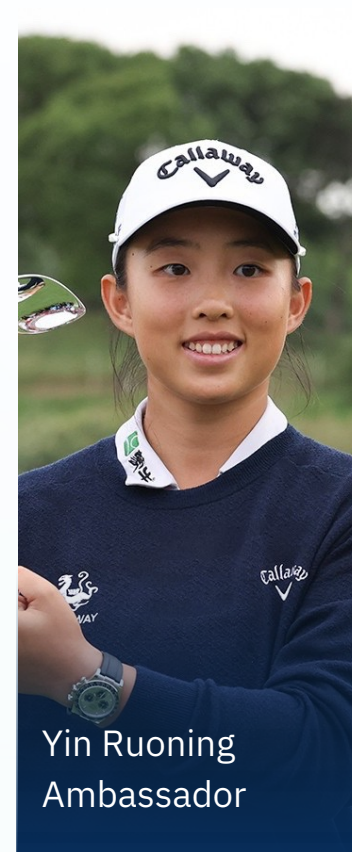
qeelin



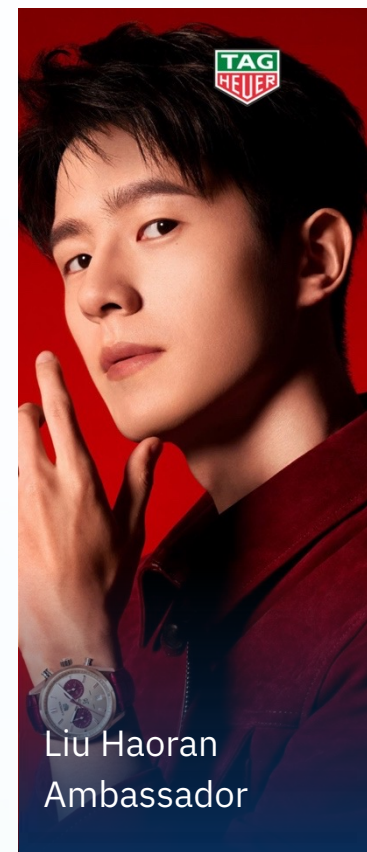
ROLEX



ROLEX



TAGHeuer
SWISS AVANT-GARDE SINCE 1860



华丽志
LUXE.CO

智华
庫丽
LUXECO
INTELLIGENCE

Previous Power Rankings in Chinese/English

2024H1奢侈品牌中国活力榜
<https://luxeco.co/post/360326>

2023年度奢侈品牌中国活力榜
<https://luxeco.co/post/328861>

2023H1奢侈品牌中国活力榜
<https://luxeco.co/post/306638>

2022年度奢侈品牌中国活力榜
<https://luxeco.co/post/265215>

2022秋季版奢侈品牌中国观察
<https://luxeco.co/post/235242>

2021年度奢侈品牌中国活力榜
<https://luxeco.co/post/198847>

2024H1度奢侈珠宝&腕表品牌活力榜
<https://luxeco.co/post/359909>

2023年度奢侈珠宝&腕表品牌活力榜
<https://luxeco.co/post/329803>

2023H1奢侈珠宝&腕表品牌活力榜
<https://luxeco.co/post/307778>

2022年度奢侈珠宝&腕表品牌活力榜
<https://luxeco.co/post/269845>

Luxury Jewelry and Watch Brands China Power Ranking 2024H1
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Luxury Brands in China Power Ranking 2024 H1
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Luxury Brands in China Power Ranking & Top Cases 2023
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Luxury Jewelry and Watch Brands China Power Ranking 2023
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China Luxury Brands Power Ranking 2023 H1
<https://luxeco.co/post/308803>

2022 China Luxury Brand Ranking
<https://luxeco.co/post/271333>

Luxury Brand China Insight (2022 Autumn)
<https://luxeco.co/post/241316>

Previous Power Rankings for Luxury Jewelry & Watch Brands Overview

华丽志 LUXE.CO 智华 庫丽 2022年度 奢侈珠宝&腕表品牌中国活力榜 TOP20		
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	Cartier 卡地亚
5	VACHERON CONSTANTIN GENEVE	Vacheron Constantin 江诗丹顿
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 SCHAFFHAUSEN	IWC 万国表
10	CHAUMET PARIS	Chaumet 尚美巴黎

华丽志 LUXE.CO 智华 庫丽 2023 H1 奢侈珠宝&腕表品牌中国活力榜TOP10		
排名	品牌	
1	Cartier	Cartier 卡地亚
2	BVLGARI	BVLGARI 宝格丽
3	CHAUMET PARIS	CHAUMET 尚美巴黎
4	BREITLING 1884	Breitling 百年灵
5	TIFFANY & CO.	Tiffany & Co. 蒂芙尼
6	qeelin	Qeelin 麒麟珠宝
7	Van Cleef & Arpels	Van Cleef & Arpels 梵克雅宝
8	DE BEERS	De Beers Jewellers 戴比尔斯珠宝
9	Glashütte ORIGINAL	Glashütte Original 格拉苏蒂原创
10	BLANCPAIN	Blancpain 宝珀

华丽志 LUXE.CO 智华 庫丽 奢侈珠宝&腕表品牌 中国活力榜 2023 TOP10		
排名	品牌	
1	Cartier	Cartier 卡地亚
2	BREITLING 1884	Breitling 百年灵
3	TIFFANY & CO.	Tiffany & Co. 蒂芙尼
4	qeelin	Qeelin 麒麟珠宝
5	BVLGARI	BVLGARI 宝格丽
6	Chopard	Chopard 萧邦
7	VACHERON CONSTANTIN GENEVE	Vacheron Constantin 江诗丹顿
8	DE BEERS	De Beers Jewellers 戴比尔斯珠宝 (并列第 8)
8	Van Cleef & Arpels	Van Cleef & Arpels 梵克雅宝 (并列第 8)
9	CHAUMET PARIS	CHAUMET 尚美巴黎 (并列第 9)
9	BLANCPAIN MANUFACTURE DE HAUTE HORLOGERIE 宝珀	Blancpain 宝珀 (并列第 9)
10	LONGINES	Longines 浪琴表

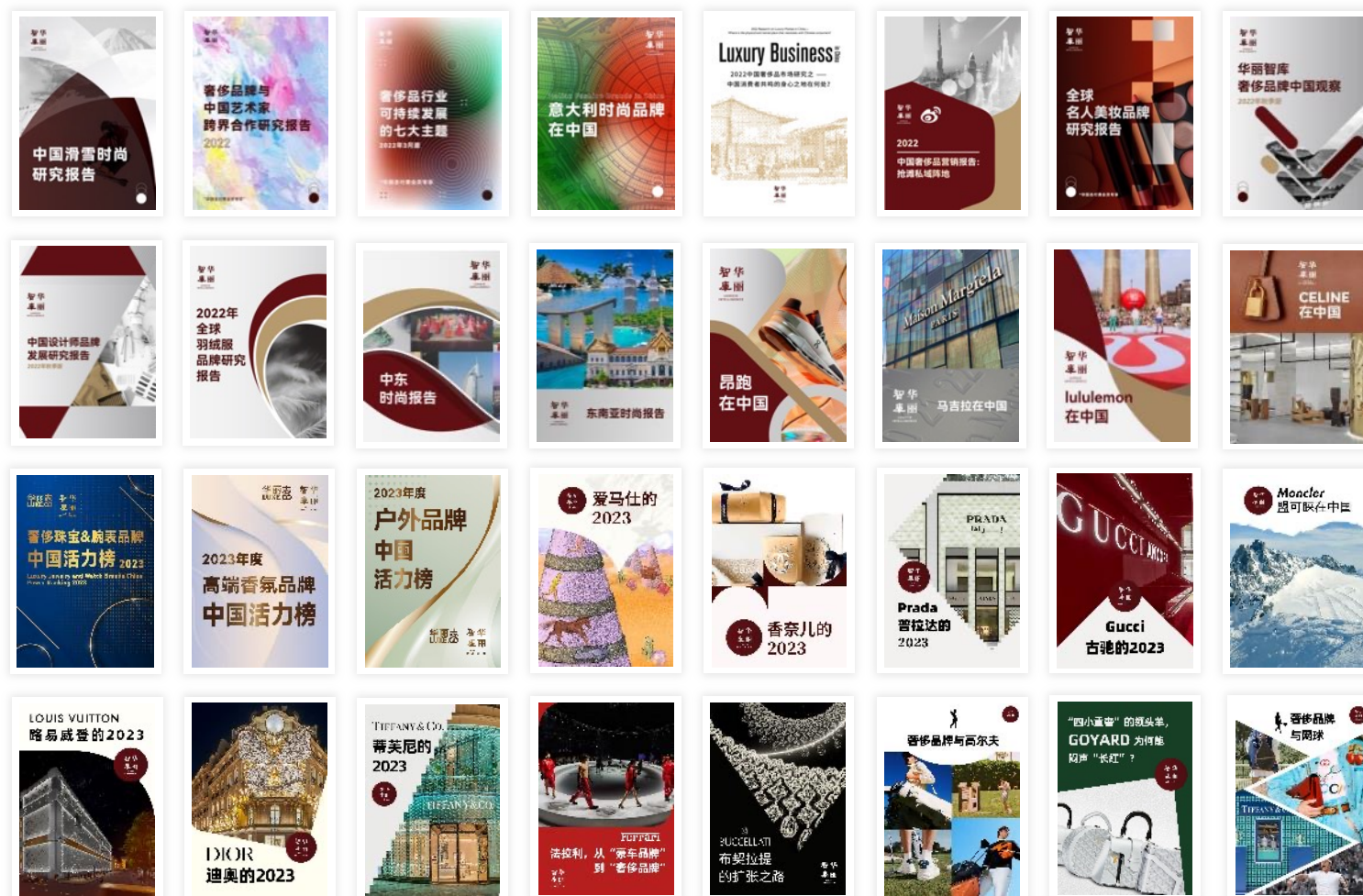
华丽志 LUXE.CO 智华 庫丽 2024H1 奢侈珠宝&腕表品牌中国活力榜 TOP10		
No.1	No.2*	No.3*
TIFFANY & CO.	BVLGARI	BLANCPAIN MANUFACTURE DE HAUTE HORLOGERIE 宝珀
	Cartier	VACHERON CONSTANTIN GENEVE
No.4	No.5	No.6
qeelin	Van Cleef & Arpels	HUBLOT
No.7*	No.8*	No.9
DE BEERS	MESSIKA	GRAFF
ROLEX	MIKIMOTO	
TAGHeuer SWISS WATCH COMPANY SINCE 1861	OMEGA	PIAGET
No.10*		
BREITLING 1884		
CHAUMET PARIS		
TASAKI		

*备注：排名第2、第3、第7、第8和第10名由于品牌分值相同，因此名次并列，并按照品牌字母先后顺序展示

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