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INTELLIGENCE

2024 Luxury 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 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.



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, 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 "LUXE.CO Intelligence" as well as carefully selected third-party reports.

2021



2022



2023 H1



2023



2024 H1



2024



Introduction

Entering its fourth year, *Luxury Brands in China Power Ranking* has become an important way to keep one's finger on the pulse of China's luxury market.

After a sustained period of rapid growth, the luxury market in China is approaching its first truly challenging cycle. Lately, when we talked to major luxury brands, the key word that came up most often was “**hold-on !**” .

As market growth slows and uncertainty increases, the industry is cautious about the future. In this context, a report that can objectively and comprehensively present the real trends of luxury brands in China's market is especially valuable.

The ***2024 Luxury Brands in China Power Ranking*** covers the trajectory of **106 luxury brands** in China's market over the past year, with major activities and data systematically collected and analyzed for each brand a weighted scoring system employed to derive an objective 'ranking.'

Notably, despite the challenging market environment, the study reveals that most luxury brands have maintained or even increased local investments, underscoring their long-term commitment and unwavering confidence in China's market.

(Note: This report covers the period from 1 January to 31 December 2024 and includes 902 activities of 106 luxury brands in China, excluding non-core business such as beauty, fragrances, eyewear, and hotels).

Which Brands are Investing More in 2024?

While this is the first challenging cycle that the China luxury market has faced, it is not an unprecedented test for global luxury brands.

Jean-Christophe Babin, BVLGARI's global CEO, told LUXE.CO: "We have faced much tougher times. The 2008 global financial crisis was extremely challenging, particularly for Western countries, while Asia was less affected."

Talking about the current situation, he emphasized that luxury brands need to be more creative, agile, substantial, and authentic than ever. The desirability of BVLGARI needs to continue rising to drive sales. It's more challenging to sell luxury today than six years ago, but it's still possible.

When the global environment is full of uncertainty, especially when China's market - a key growth engine of the luxury market - is also experiencing a tough time, how should brands adapt and rise to the challenges?

Introduction

Jean-Jacques Guiony, CFO of LVMH group, shared his insights on an analyst call, "We've been through ups and downs..... It's a business that's cyclical to some extent, and we need to make sure that we're flexible enough to be able to adjust our cost base and structure to the cyclical fluctuations." He emphasized, "What we need to do is not to predict, but to adapt."

As a result, he insisted, "We [in China] should continue to invest in the brand, whether it's in stores, in marketing, or in media and events in marketing."

This is clearly reflected in the results of the *2024 Luxury Brands in China Power Ranking*. The brands that have risen the most on the list, such as Moncler, Jaeger-LeCoultre, Longchamp, Chanel, Dolce&Gabbana, etc., have all stepped up their efforts in terms of new store openings, renovations, as well as organizing large-scale events and campaigns in China.

1. Opening 'first stores' in more cities

The footprints of leading luxury brands are no longer limited to China's first-tier cities but extending to more second- and third-tier cities. For example, Moncler opened new stores in Nanjing, Jinan, Hefei, Wuhan and Suzhou, including the first store in the city of Jinan and Hefei; Glashütte Original opened new stores in Jinan, Dongguan, Haikou, Wuhan, Shenyang, Yinchuan and Sanya, including the first store in the city of Dongguan, Yinchuan, Sanya and Haikou; and Balenciaga opened its first stores in the city of Fuzhou and Urumqi.

2. Upgrade existing stores

In China's luxury market, the past year has seen the highest number of store refurbishments since the year of 2021, especially the construction of iconic stores with larger areas and even multiple floors.

For example, Tiffany, which ranked No. 4, has had seven stores refurbished in the past year, with its Taikoo Li store in Chengdu becoming the brand's largest store in China. According to LVMH's Q3 2024 financial report, all of Tiffany's refurbished stores have achieved double-digit sales growth.

3. Continued development of VIC space and expansion of store services

Luxury brands are actively opening dedicated spaces for VICs. These spaces are mostly located inside established stores at strategically important high-end shopping centers, as well as newly opened large flagship stores, aiming to reinforce and expand core client network with enhanced in-store experience.

Take Loro Piana as an example. The brand opened two independent VIC stores in China in 2024, of which the one at Plaza 66 of Shanghai is the brand's first VIC salon in the world.

Introduction

Balenciaga, Louis Vuitton, Bottega Veneta, Cartier, Chaumet, Goyard, and Qeelin have also added VIC spaces to their newly opened flagship stores.

4. Increased brand activities and exhibitions to achieve deeper resonance through artistic expression

In the past year, luxury brands have continued to spread their brand culture through major exhibitions, such as "BVLGARI Serpenti Factory: Eternal Metamorphosis" in Beijing, "Cartier, the Power of Magic" in Shanghai, "Gabrielle Chanel: Fashion Manifesto" in Shanghai, and "L'Or de Dior" in Beijing. Also, Jaeger-LeCoultre unveiled "The Precision Pioneer" Exhibition in Beijing, and Vacheron Constantin held a special exhibition "Seawater Cliff" at Pudu Temple in Beijing.

China is often the first or most important stop for these exhibitions as they tour around the world. Through these long-term investments, luxury brands are able to convey distinct and rich messages to China's audiences and established emotional ties with existing the potential customers.

Impressing the More Sophisticated Chinese Consumer

The potential target audience of luxury brands is becoming more and more fragmented, harder to reach precisely, and harder to convince easily.

In previous years, consumers were more easily swayed to make impulsive shopping decisions in response to celebrity endorsement, major brand events, and large-scale advertising campaigns.

As the penetration of luxury brands in China's market continues to increase, and more brands entering and competing for attention, Chinese consumers have become more used to the presence of luxury brands, but more difficult to be influenced by their marketing effort. As they become more sophisticated and discerning, their judgement and expectation towards luxury goods are evolving continuously, with authenticity, timelessness and uniqueness now valued more than ever before. As the result, the old ways of dealing with China's luxury market are no longer as effective as before.

As explained by David Myers' Social Psychology, the Peripheral Route to Persuasion is now less likely to bring about real impact and change in China's target audience, and luxury brands shall seek the Central Route to Persuasion instead.

Introduction

The watch industry, for example, is arguably the most challenging luxury category today. Among luxury watch brands, Jaeger-LeCoultre's "The Precision Pioneer" exhibition in 2024 serves as an excellent example of "center-path persuasion": the Swiss luxury watch brand, acutely aware of the still low awareness of watches among China's general public, has made significant effort in educating China's consumers about the heritage and innovation of Swiss watch making.

In order to re-impress Chinese consumers, luxury brands need to adopt a "zero" mentality. They should ditch superficial contents and no-brainer communication; dig deeper into their core assets and pour their heart into creating and delivering truly convincing , powerful and distinct message to China's audiences.

During this process, it is especially important to build a localized team with new way of thinking and working, who understand Chinese culture and market sentiment, and would willingly act as the bridge to connect the local people with the spirit of the brand.

**It's Time to Get Reacquainted
with China's market!**

Over the past decade or so, almost all luxury brands have gravitated to China and gained handsome rewards because of its sheer size and growth momentum.

As time goes by, double-digit growth is no longer the "default" for luxury companies in China's market. With increasing exposure to the world of luxury, Chinese consumers are constantly adjusting their views and choices of luxury spending, causing different patterns of consumption to emerge.

"It's increasingly difficult to forecast Chinese customer behavior, which is now the most unpredictable", said Jean-Jacques Guiony, CFO of LVMH Group.

For luxury brands, navigating such an "unpredictable" and enormous market is more challenging than ever before. Yesterday's wining strategy could well be obsolete for today and tomorrow.

In the opinion of LUXE.CO, to effectively maintain, gain or regain the competitive advantage in China's market, a luxury brand company should get reacquainted with China's market, and transform itself into agile "learning organization" while cultivating a unique and powerful identity that is truly relevant in China's current and future social and cultural environment.

Introduction

- **Dynamic Learning**

Gaining a profound understanding of China's market, particularly the burgeoning upper-middle-class demographic, and identifying their needs and preferences.

- **Effective Communication**

Move away from stereotype mindsets and marketing tactics. Keep the brand's core assets at heart – remarkable craftsmanship, iconic products, and authentic stories ; create compelling and convincing contents ; communicate to the public in creative and effective ways.

- **Meticulous Execution**

In the fiercely competitive retail market, innovate boldly and invest smartly in physical stores to continuously optimize and enhance the customer experience.

*Leveraging **LUXE.CO's** extensive industry database and research capabilities, the "**2024 Luxury Brands in China Power Ranking**" highlights industry trends and best practices that are not only crucial for luxury brand enterprises but also immensely beneficial for the broader fashion value chain. This encompasses commercial real estate, high-end retailers, supply chain partners, public relations and advertising agencies, financial and industrial research institutions, as well as other Chinese and international brand firms across various sectors.*

2024 Luxury Brands in China Power Ranking TOP5

No.1

LOUIS VUITTON



No.2

DIOR



No.3

CHANEL



*No.4**

GUCCI

GUCCI ANCORA



LOEWE



TIFFANY & Co.



No.5

VACHERON ✖ CONSTANTIN



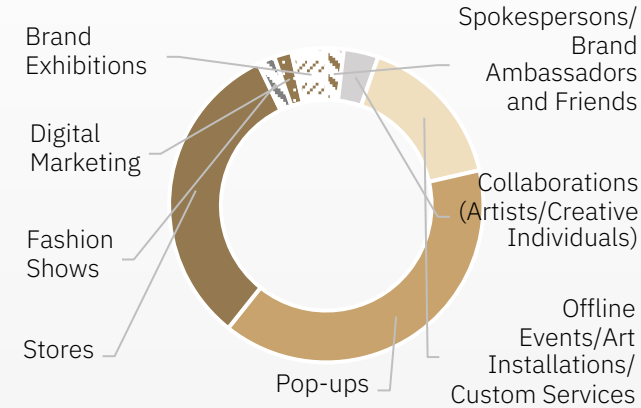
2024 Luxury Brands in China Power Ranking TOP10

No.1 LOUIS VUITTON	No.2 DIOR	No.3 CHANEL	No.4* GUCCI LOEWE TIFFANY & Co.	No.5 ✱ VACHERON CONSTANTIN GENÈVE
No.6* Cartier PRADA	No.7 BURBERRY	No.8  HERMÈS PARIS	No.9 MaxMara	No.10* BALENCIAGA  BLANCPAIN MANUFACTURE DE HAUTE HORLOGERIE 宝珀 Van Cleef & Arpels

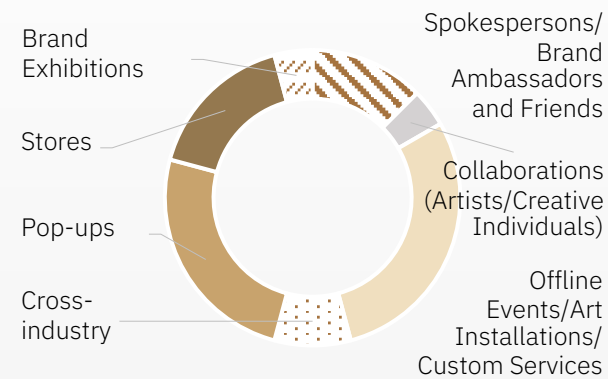
*Note: Since the scores for the 4th, 6th and 10th places are identical, the rankings are tied and are presented in alphabetical order of the brand names.

Distribution of Activities of TOP10 Brands (2024)

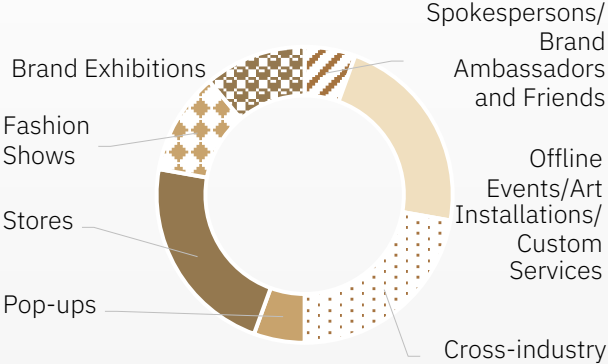
No.1
Louis Vuitton



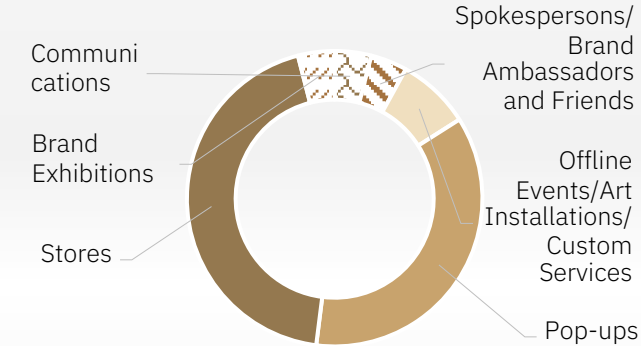
No.2
Dior



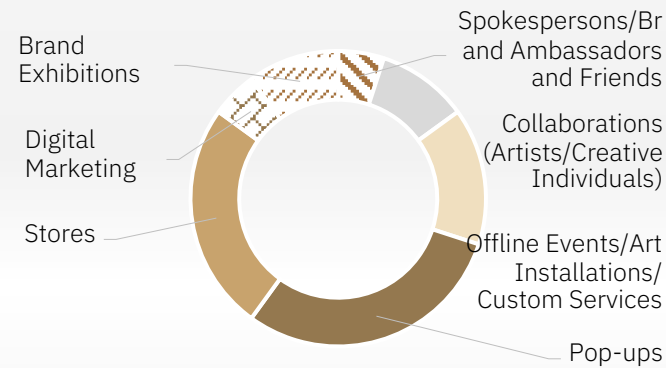
No.3
Chanel



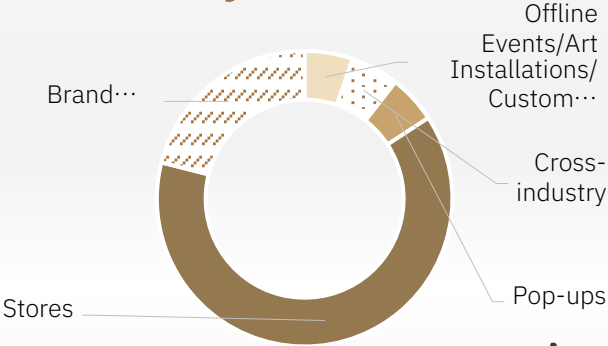
No.4
Gucci



No.4
Loewe



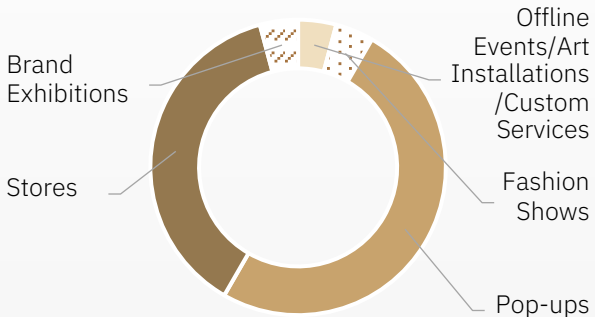
No.4
Tiffany & Co.



Distribution of Activities of TOP10 Brands (2024)

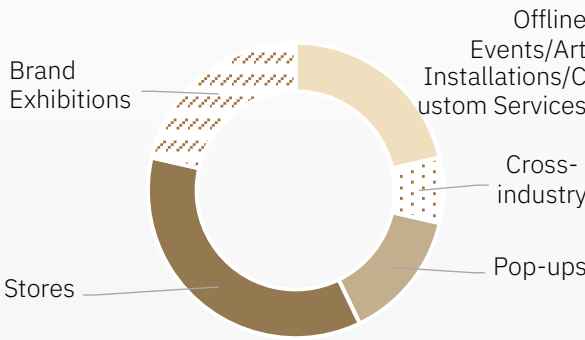
No.5

Vacheron Constantin



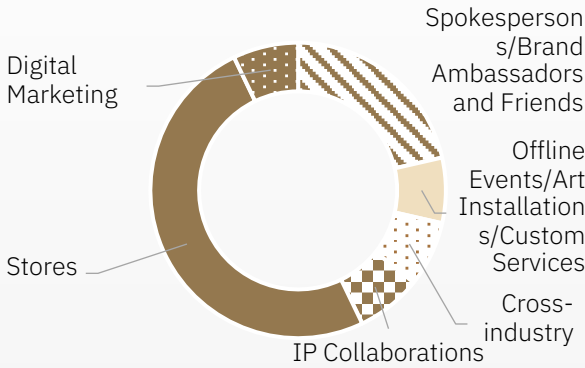
No.6

Cartier



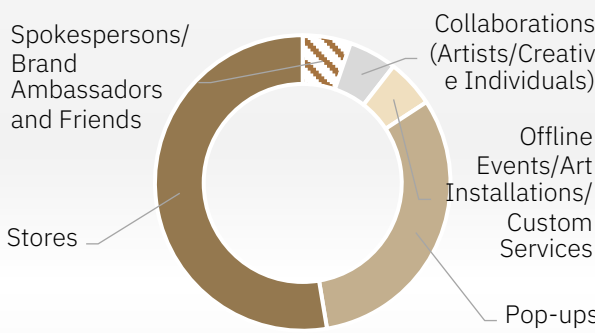
No.6

Prada



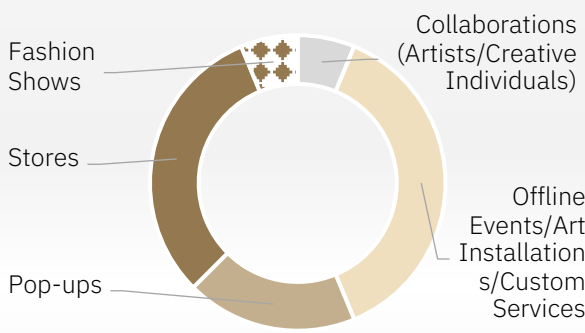
No.7

Burberry



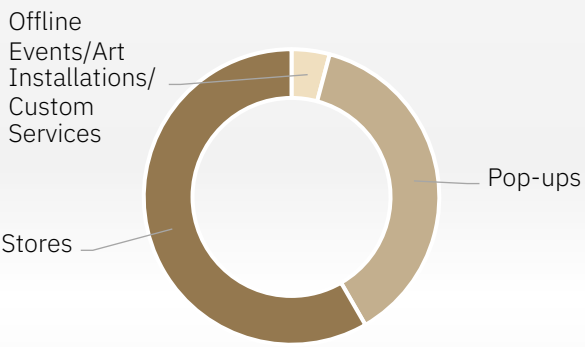
No.8

Hermès



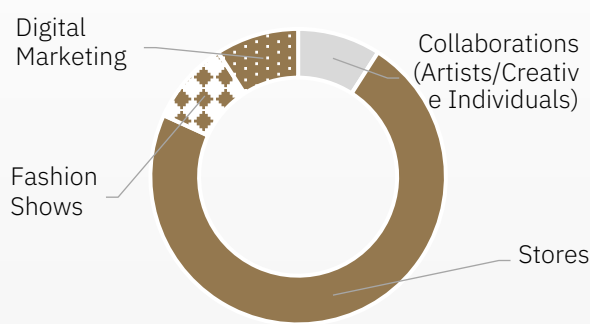
No.9

Max Mara

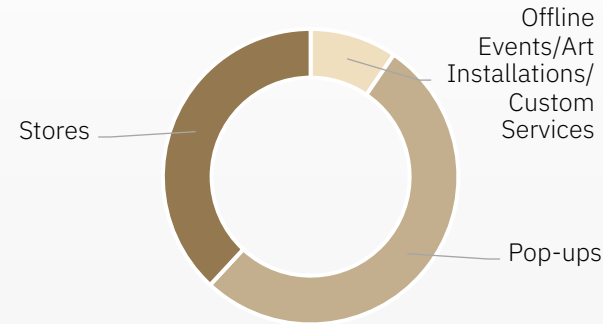


Distribution of Activities of TOP10 Brands (2024)

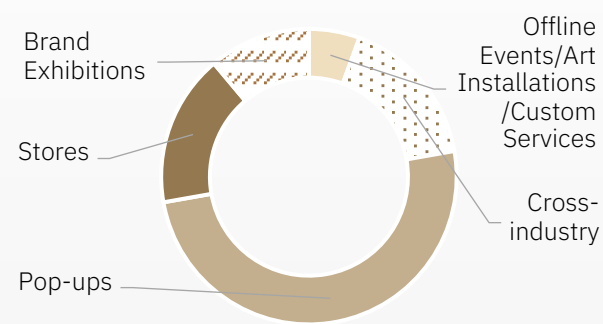
No.10
Balenciaga



No.10
Blancpain



No.10
Van Cleef & Arpels



2024 Luxury Brands in China Power Ranking TOP11-20

No.11*

BVLGARI

Christian
Louboutin
qeelin

No.12

VERSACE

No.13

MONCLER

No.14

DOLCE & GABBANA

No.15

Ω
OMEGA

JAEGER-LECOULTRE

No.16*

IWC
SCHAFFHAUSEN

LONGCHAMP
PARIS

VALENTINO

No.17

Loro Piana

No.18*

BOTTEGA VENETA

ZEGNA

No.19

CELINE

No.20

MIU MIU

*Note: Since the scores for the 11th, 15th, 16th and 18th places are identical, the rankings are tied and are presented in alphabetical order of the brand names.

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 China's market in 2024. 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.

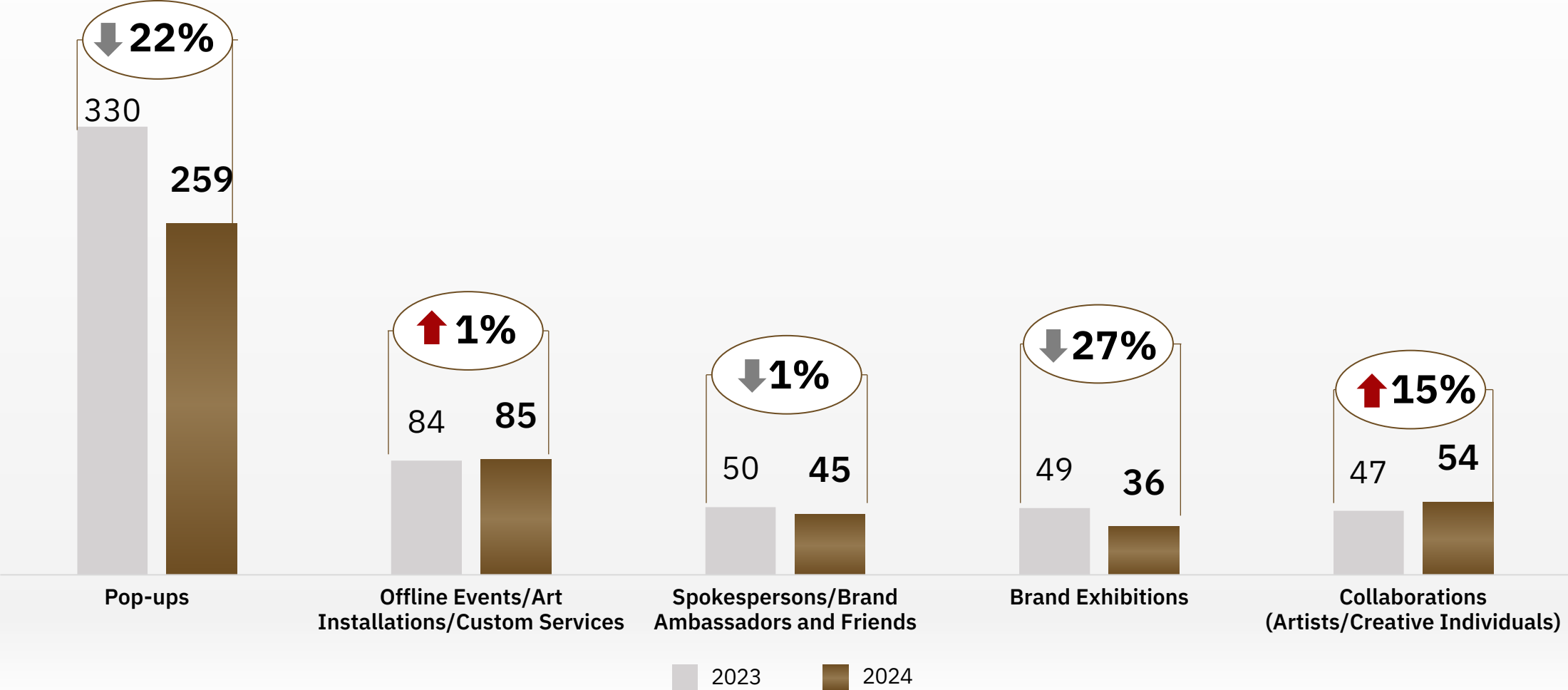
(Note: This ranking does not include developments related to luxury beauty, skincare, fragrance, or eyewear.)

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)



20 New Brands to the Ranking(2023 vs. 2024)

BALENCIAGA

Christian
Louboutin

DOLCE & GABBANA


JAEGER-LECOULTRE

 *Loro Piana*

LONGCHAMP
PARIS

MONCLER

MIU MIU

IWC
SCHAFFHAUSEN


OMEGA

ZEGNA

Parent Companies of TOP20 Brands

Parent Group/Company	Brand(2024 Ranking)
LVMH Group	Louis Vuitton (1)
	Dior (2)
	Tiffany & Co. (4)
	Loewe (4)
	BVLGARI (11)
	Loro Piana (17)
Kering Group	Celine (19)
	Gucci (4)
	Balenciaga (10)
	Qeelin (11)
Richemont Group	Bottega Veneta (18)
	Vacheron Constantin (5)
	Cartier (6)
	Van Cleef & Arpels (10)
	Jaeger-LeCoultre (15)
	IWC (16)

Parent Group/Company	Brand(2024 Ranking)
Prada Group	Prada (6)
	Miu Miu (20)
Swatch Group	Blancpain (10)
	Omega (15)
Burberry Ltd.	Burberry (7)
Capri Group	Versace (12)
Chanel Ltd.	Chanel (3)
Christian Louboutin Company	Christian Louboutin (11)
Dolce&Gabbana S.r.l.	Dolce&Gabbana (14)
Ermenegildo Zegna Group	Ermenegildo Zegna (18)
Hermès Ltd.	Hermès (8)
Longchamp Ltd.	Longchamp (16)
Max Mara Fashion Group	Max Mara (9)
Mayhoola For Investments	Valentino (16)
Moncler Group	Moncler (13)

New Store Openings for Luxury Brands(2024)



Luxury Brand New Store Openings Data: (2023 vs. 2024)

Compared to 2023, new store openings
in 2024 decreased year-on-year

▼ **12%**

Luxury Brand New Store
Openings Data in 2023 **277**

Luxury Brand New Store
Openings Data in 2024 **244**

72 New Stores
Opened in First-tier Cities

New Stores opened in First-tier Cities
increased by 4% year-on-year

75 New Stores
Opened in First-tier Cities

205 New Stores
Opened in
Non-First-tier Cities

New Stores opened in Non-First-tier Cities
decreased in 12% year-on-year

169 New Stores
Opened in
Non-First-tier Cities

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

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



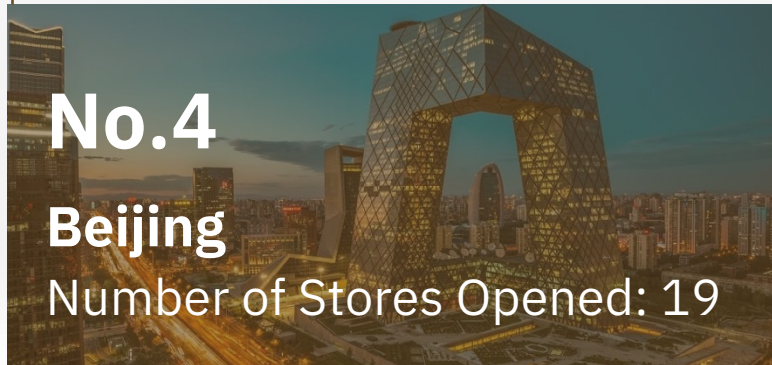
Nanjing IFC, Nanjing Deji Plaza



Wuhan SKP, Wuhan Wushang Mall



Shanghai HKRI Taikoo Hui, Shanghai IFC, Shanghai Taikoo Li Qiantan, Shanghai Grand Gateway 66, Shanghai CITIC Pacific Plaza, Shanghai Plaza 66, Shanghai Reel Department Store, Shanghai Hongqiao Airport, Shanghai Zhangyuan, Shanghai Nanjing West Road



Beijing Taikoo Li Sanlitun, Beijing WF Central, Beijing China World Trade Center, Beijing SKP, Beijing SKP-S



Shenzhen MixC, Shenzhen Uniwalk Qianhai, Shenzhen Bay Shenzhen Bay MixC, Shenzhen MixC World

Overview of New "First Stores" in 2024

Luxury Brand New “First Store” Data:(2023 vs. 2024)

2023

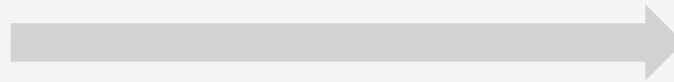
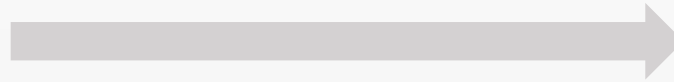
62 Luxury Brands

112

Global First Stores /
National First Stores /
City First Stores

Compared to 2023,
the number of Brands that opened new first stores
in 2024

decreased **40%** year-on-year.



Compared to 2023,
the number of new first stores
opened in 2024
decreased **53%** year-on-year.

2024

37 Luxury Brands

53



Global First Stores /
National First Stores /
City First Stores

Top 5 Cities Where Luxury Brands Opened the Most New “First Stores” in China (2024)





Shanghai

Number of Stores : 7
Shanghai Plaza 66, Shanghai Hongqiao Airport, Shanghai HKRI TaiKoo Hui, Shanghai Zhang Yuan, Shanghai CITIC Pacific Plaza, West Nanjing Road, Shanghai Taikoo Li Qiantan

















Fuzhou

Number of Stores: 6
Fuzhou MixC









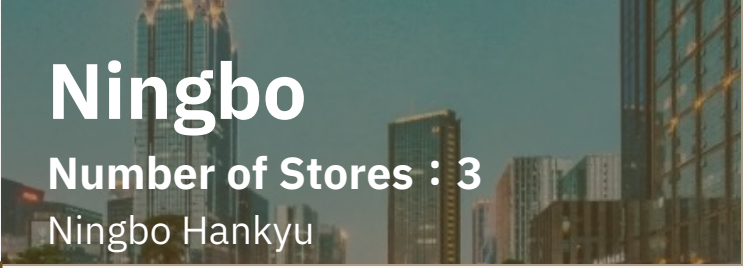


Nanchang

Number of Stores : 3
Nanchang Wushang Mall







Ningbo

Number of Stores : 3
Ningbo Hankyu







Suzhou

Number of Stores : 3
Suzhou Yanlord Cangjie







Highlights of New Stores Opened in 2024

Audemars Piguet

📍 The Palaza Macao
The first AP House in Macao



Dolce&Gabbana

📍 Zhangyuan, Shanghai
The first Casa Dolce&Gabbana overseas globally



*Note: The stores are sorted alphabetically by brand.

Highlights of New Stores Opened in 2024

LOEWE

📍 Taikoo Li, Chengdu
LOEWE Gaozhai, Chengdu



LOUIS VUITTON

📍 Taikoo Li, Qiantan Shanghai
The first chocolate store in China and third globally



*Note: The stores are sorted alphabetically by brand.

Highlights of New Stores Opened in 2024

Maison Goyard

📍 Taikoo Li, Chengdu

The first two floor store in Asia



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

📍 Taikoo Hui, Guangzhou
The biggest store in China



ZEGNA

📍 HKRI Taikoo Hui, Shanghai
The first ZEGNA CAFFÈ globally



*Note: The stores are sorted alphabetically by brand.

Highlights of New Stores Opened in 2024

VIC ROOM

Balenciaga

📍 Sanlitun Taikoo li, Beijing
Features a VIC room on the top floor



Chaumet

📍 Beijing SKP
Salon Vendome



*Note: The stores are sorted alphabetically by brand.

Highlights of New Stores Opened in 2024 VIC ROOM

Loro Piana

📍 **Shanghai Plaza 66**
The first VIC room globally



Loro Piana

📍 **Nanjing Deji Plaza**
The Second VIC Lounge in China



*Note: The stores are sorted alphabetically by brand.

Highlights of New Stores Opened in 2024

VIC ROOM

Maison Goyard

📍 Taikoo Li, Chengdu

The second floor features a gallery and private VIC salon



Qeelin

📍 Hong Kong Harbour City

VIP Experience Space and Fine Jewelry Display Area



*Note: The stores are sorted alphabetically by brand.

Highlights of New Stores Opened in 2024

VIC ROOM

Prada

📍 **Beijing SKP**

The first Prada Salon in China



Vacheron Constantin

📍 **Beijing SKP**

Features a parlor exclusive for VICs



*Note: The stores are sorted alphabetically by brand.

Store Renovations and Upgrades in 2024

Luxury Brand Store Renovations: (2023 vs. 2024)

The number of luxury brands
which renovated their stores
increased by 36% year-on-year.

In 2023, **45** luxury brands



In 2024, **61** luxury brands

renovated **81** stores in China



renovated **159** stores in China

The number of stores
refreshed **nearly doubled**
year-on-year.

37 stores in first - tier cities

44 stores in non-first - tier cities

78 stores in first - tier cities

81 stores in non-first-tier cities

**36 of the renovated stores
are single store/multi-story
stores, and they occupy 23%
of the total number of
renovated stores**

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

TOP3 Cities



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

Balenciaga

📍 Taikoo Li Sanlitun, Beijing
Renewal Opening, the biggest store in China



BOTTEGA VENETA

📍 Taipei 101 Mall
Renewal Opening



*Note: The stores are sorted alphabetically by brand.

Cartier

📍 Lee Gardens, Hong Kong
Renewal Opening



Chanel

📍 Top City Taichung, Taiwan
Renewal Opening



*Note: The stores are sorted alphabetically by brand.

Dior

📍 Lee Gardens, Hong Kong
Renewal Opening



HERMES

📍 MixC, Shenzhen
Renewal Opening, Largest single-floor area in China



*Note: The stores are sorted alphabetically by brand.

Hermès

📍 **Beijing SKP**
Renewal Opening



LOUIS VUITTON

📍 **Guangzhou Taikoo Hui**
Renewal Opening



*Note: The stores are sorted alphabetically by brand.

Saint Laurent

📍 Taipei 101 Mall
Renewal Opening



Tiffany

📍 Sino-Ocean Taikoo Li Chengdu
Renewal Opening, the biggest store in China



*Note: The stores are sorted alphabetically by brand.

Trends in Luxury Brands' Activities in 2024

Spreading Brand DNA Through Exhibitions



Cartier

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



Chanel

On July 12th, Chanel hosted the "Gabrielle Chanel. Fashion Manifesto" exhibition at the Power Station of Art in Shanghai, marking the first retrospective of Madame Chanel's work in China.



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.

Spreading brand DNA through 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.



Dior

On September 2, the "L'OR DE DIOR" exhibition at Guardian Art Center in Beijing showcases the allure of gold through Dior's iconic fashion and J'adore perfume, blending history, creativity, and artistry. This is the brand's biggest event in China in 2024.



Jaeger-LeCoultre

On September 14, the Chinese premiere of the exhibition "The Precision Pioneer" was held in WF Central, Beijing.

Sponsor/organize arts and cultural programs



CHANEL

On May 27, Chanel entered into a long-term strategic partnership with the Shanghai Museum of Contemporary Art (SMCA), restoring and upgrading the museum, while helping to establish a contemporary cultural brand in Shanghai.



Vacheron Constantin

On July 18th, the Palace Museum Training School and Vacheron Constantin held a signing ceremony for a collaboration on public welfare education at Pudu Temple in Beijing. The two parties will use watches as a medium, focusing on the theme of skills inheritance to create a unique and comprehensive curriculum, while also conducting a series of public welfare cultural exchanges and training activities.

Sponsor/organize arts and cultural programs



Qeelin

On September 19, Qeelin, together with the China Dunhuang Cave Conservation and Research Foundation and the Dunhuang Academy, organized a donation ceremony. Consequently, Qeelin will continue to support the "Dunhuang Cave Sui and Tang Dynasty Accessories Research" project. This marks the first study of Dunhuang cave accessories.



Blancpain

On October 21, the 7th Blancpain-Imaginist Literary Prize concluded in Beijing. This local award, aimed at encouraging young Chinese writers under the age of 45, has garnered widespread recognition and praise in both the luxury goods industry and the literary world.

Localized Creative Design



Vacheron Constantin

Vacheron Constantin unveils four timepieces inspired by the traditional Chinese motif of "the Seawater Cliffs," as depicted in the costumes of the Ming and Qing dynasties.



Loewe

Loewe is celebrating the Chinese New Year with a capsule collection inspired by the art of Chinese cloisonné. Teaming up with Chinese Arts and Crafts Master Xiong Songtao, the youngest of the six living masters in this field, Loewe has created two special sets of Chinese cloisonné creations in the shape of auspicious clouds and coiled snakes.



Burberry

Burberry invited bamboo artist Qian Lihuai to create the "We" collection, consisting of nine bamboo art installations for the New Year's Eve collection, and launch the advertising campaign.

New Chinese Ambassadors Appointed in 2024

In 2024, luxury brands appointed a total of 22 Chinese celebrities as brand spokespersons, 10 of which are global spokespersons.

These spokespersons include not only celebrities but also directors and outstanding athletes, reflecting the evolving strategy of luxury brands in selecting spokespersons today. On one hand, whether the spokesperson can generate substantial attention for the brand through their personal influence remains a significant commercial consideration. At the same time, the alignment of the spokesperson's attributes with the brand's DNA, along with the brand's ability to effectively communicate its brand philosophy and values to the market through the spokesperson, are key factors related to the long-term interests of luxury brands.

2023

luxury brands appointed a total of 20 Chinese celebrities as brand spokespersons



2024

Luxury brands appointed a total of 22 Chinese celebrities as brand spokespersons



New Chinese Ambassadors Appointed in 2024

Christian
Louboutin



Wang Junkai,
Global
Ambassador

Christian
Louboutin



Yang Mi, Global
Ambassador

DE BEERS
JEWELLERS



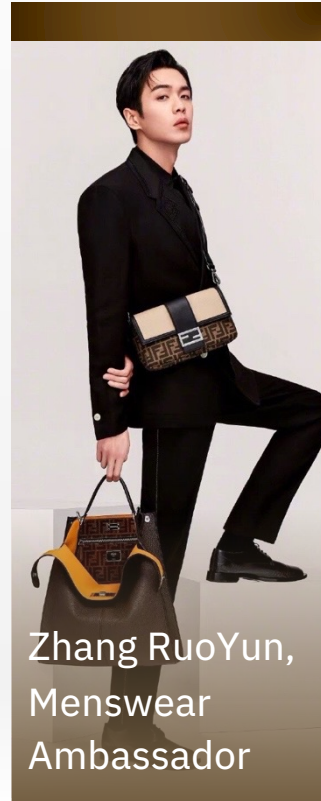
JC-T,
Ambassador

ETRO



Ren Jialun,
Global
Ambassador

FENDI



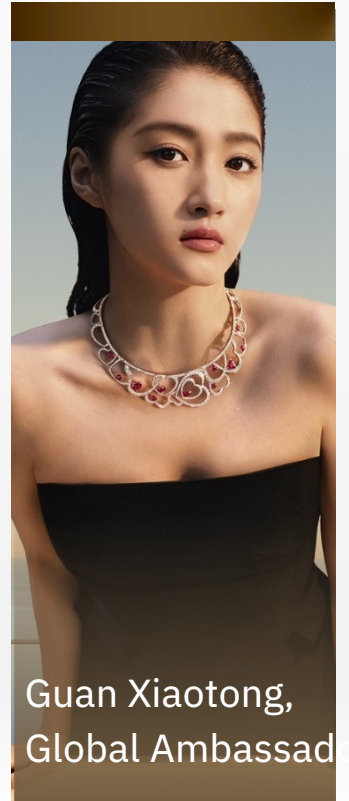
Zhang Ruoyun,
Menswear
Ambassador

FENDI



Tang Yan,
Ambassador

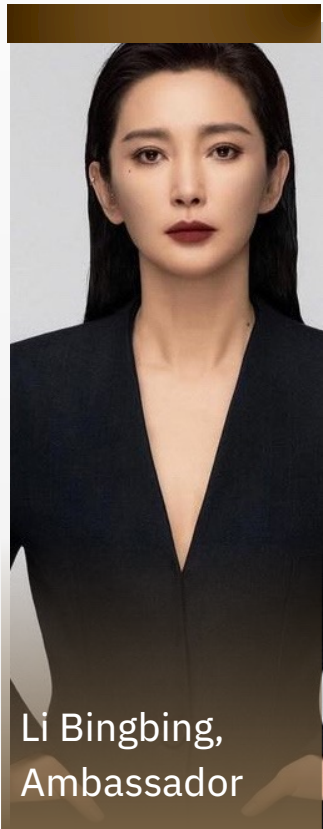
FRED



Guan Xiaotong,
Global Ambassador

New Chinese Ambassadors Appointed in 2024

GIVENCHY



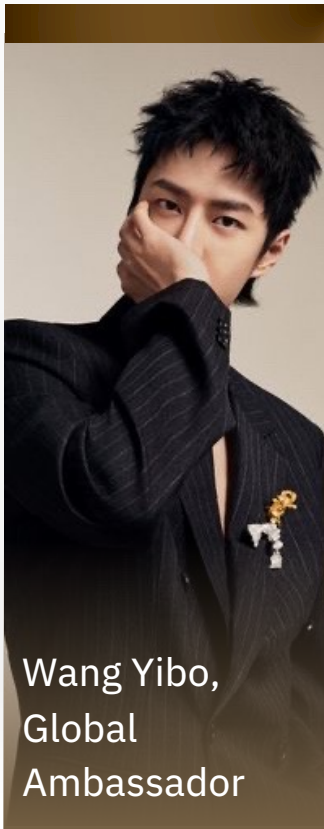
Li Bingbing,
Ambassador

JIMMY CHOO



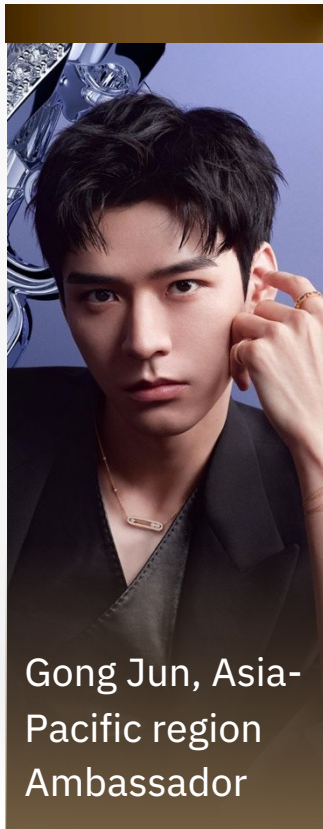

Wang Yibo,
Global
Ambassador

LOEWE



Wang Yibo,
Global
Ambassador

MESSIKA
PARIS



Gong Jun, Asia-
Pacific region
Ambassador

PRADA



Jia Ling,
Ambassador

PRADA



Ma Yili,
Ambassador

qeelin



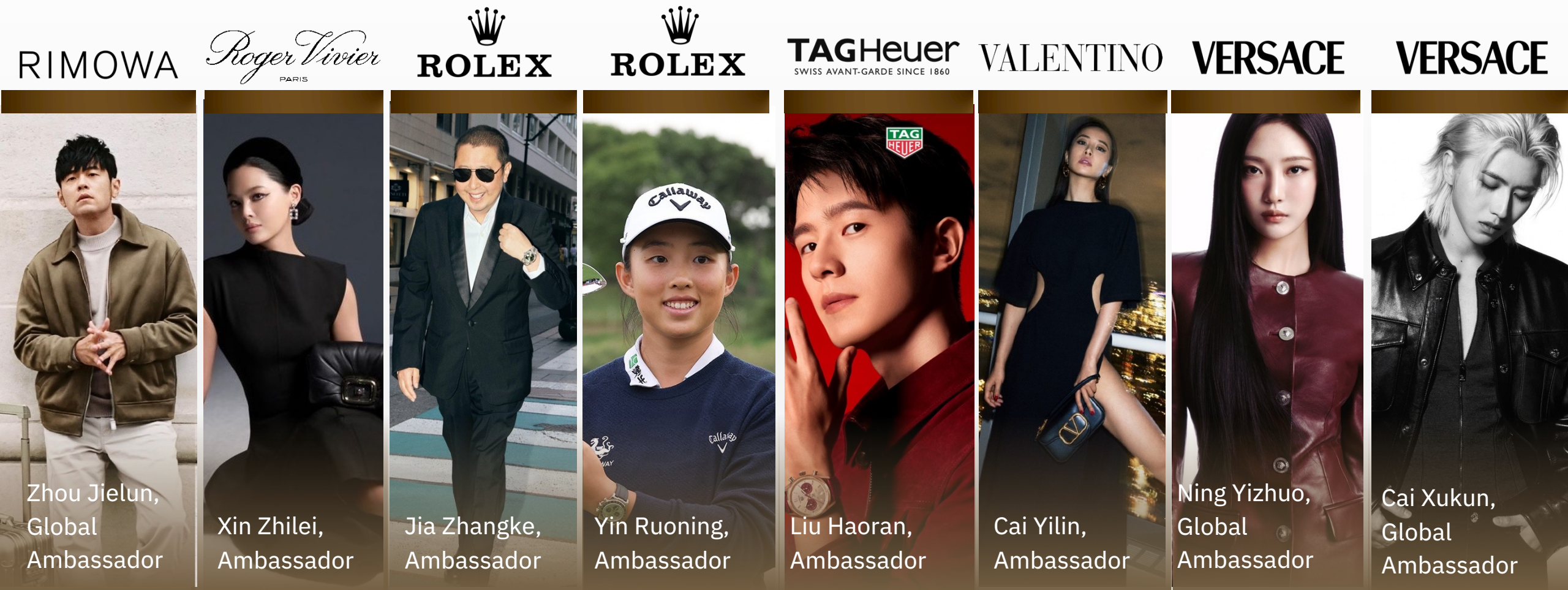
Zhang Yixing,
Global
Ambassador

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LUXE.CO

智华
庫丽

LUXECO 49
INTELLIGENCE

New Chinese Ambassadors Appointed in 2024



Previous Power Rankings in Chinese/English

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

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

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

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

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

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

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

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

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

Luxury Brands in China Power Ranking 2024 H1
<https://luxe.co/post/360762>

Luxury Brands in China Power Ranking & Top Cases 2023
<https://luxe.co/post/331139>

Luxury Jewelry and Watch Brands China Power Ranking 2023
<https://luxe.co/post/332103>

China Luxury Brands Power Ranking 2023 H1
<https://luxe.co/post/308803>

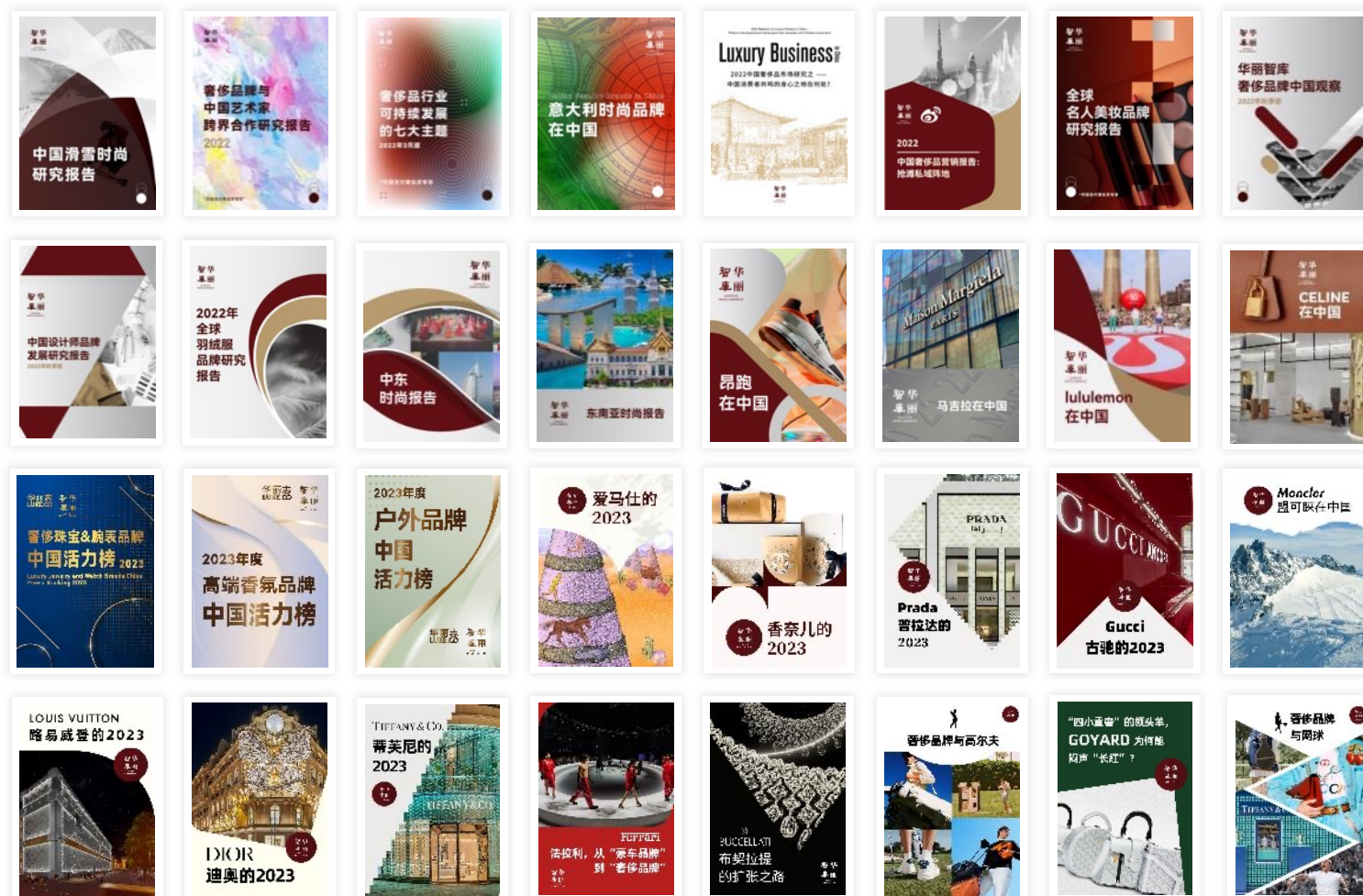
2022 China Luxury Brand Ranking
<https://luxe.co/post/271333>

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

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Luxury Brand China Observation by LUXE.CO Intelligence 2022
Research Report on Designer Brand Development in China
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