



# **ANNUAL 2022 GLOBAL LUXURY BRAND ANALYSIS**

---

LUXURYNSIGHT

ALL RIGHTS RESERVED BY LUXURYNSIGHT

# TABLE OF CONTENT

## I. INTRODUCTION

01. REPORT SCOPE

02. GLOBAL KEY TRENDS

03. ACTIVATIONS OVERVIEW

04. QUARTERLY DISTRIBUTION

## II. CATEGORY ANALYSIS

01. FASHION & LEATHER GOODS

02. PERFUME & COSMETICS

03. WATCHES & JEWELRY

## III. APPENDIX



# INTRODUCTION: LY WATCH



LY Watch

## Competitive intelligence platform

This report is compiled with our LY Watch competitive intelligence tool to provide an overview of luxury brand activity in 2022.

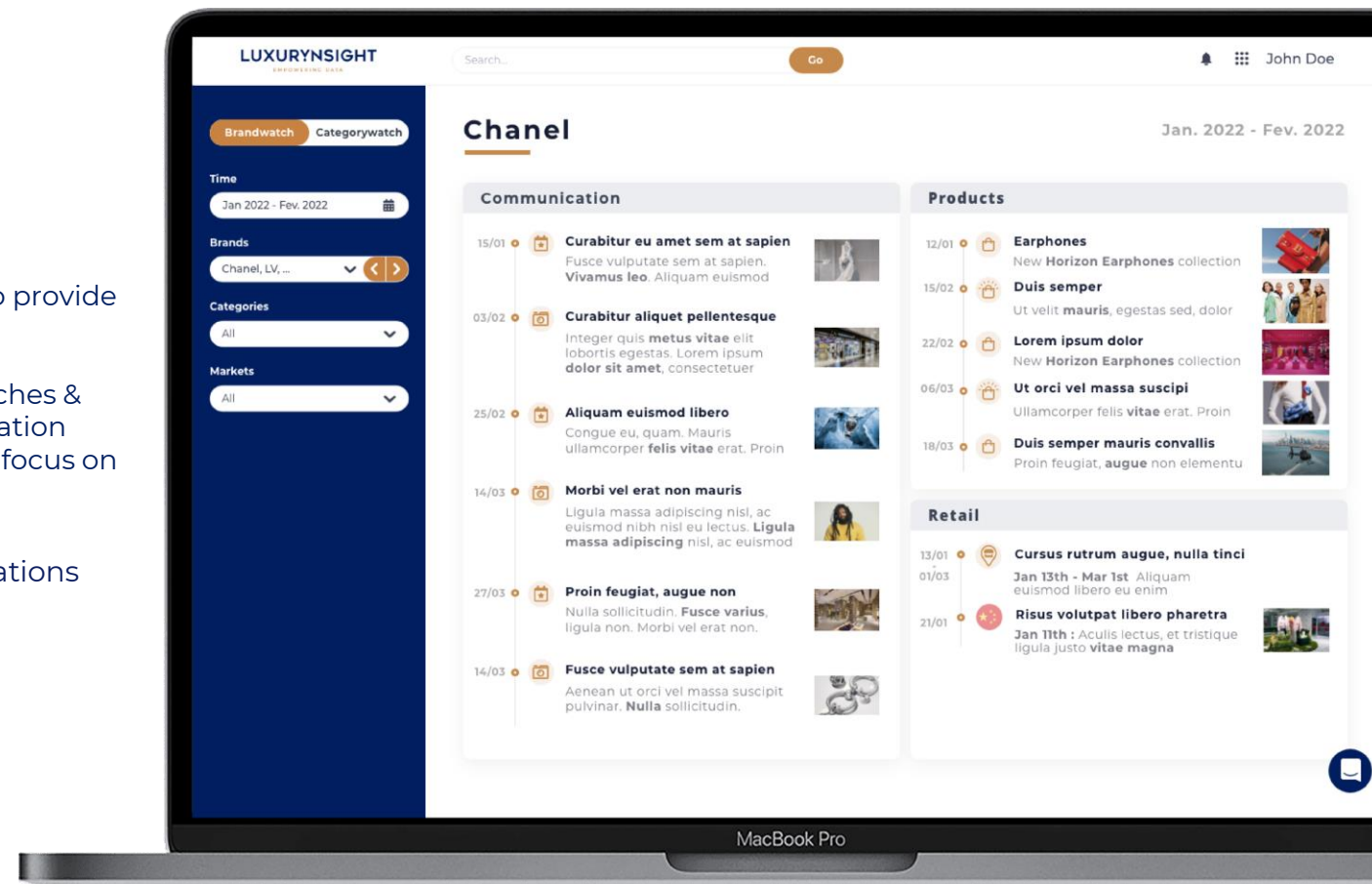
A closer look at Fashion & Leather Goods, Perfume & Cosmetics and Watches & Jewelry industries to understand how leading brands are deploying activation strategies across Product, Communication and Retail, with some specific focus on China market.

**3** Luxury categories ▶ **59** Brands ▶ **6,124** Activations

**January to December 2022**

Period of Coverage

**Data Analysis**  
By Monitor Team



GET YOUR OWN ACCESS

# REPORT SCOPE: TYPE OF ACTIVATIONS

## PRODUCT & LAUNCHES

- New product category
- New limited-edition
- New product collaboration
- Exclusive launch
- Exclusive re-launch
- New version/color
- New product collection
- Branded products

## COMMUNICATION

- Video Campaign
- Digital innovation
- New ambassador
- Product campaign
- Fashion Show
- Exhibitions
- Brand event/awards
- Sponsorships
- New store concept

## RETAIL

- New store
- New pop-up store
- New counter
- New market entry
- New café/hotel
- E-commerce

# REPORT SCOPE: BRANDS PER SECTOR

## FASHION & LEATHER GOODS

Balenciaga  
Berluti  
Burberry  
Celine  
Chanel  
Christian Dior Couture  
Coach  
Emilio Pucci  
Givenchy  
Gucci  
Hermès  
JW Anderson  
Kenzo  
Loewe  
Louis Vuitton  
Marc Jacobs  
Prada  
Saint Laurent  
Tory Burch  
Valentino

## PERFUME & COSMETICS

Acqua di Parma  
Benefit Cosmetics  
Bobbi Brown  
Chanel Parfums  
Christian Dior Parfums  
Clarins  
Estée Lauder  
Fenty Beauty  
Givenchy Parfums  
Guerlain  
Jo Malone  
Kenzo Parfums  
Kiehl's  
Lancôme  
L'Oréal Paris  
La Mer  
MAC  
Make Up For Ever  
Sisley Paris  
YSL Beauté

## WATCHES & JEWELRY

APM Monaco  
Blancpain  
Bvlgari  
Cartier  
Chaumet  
Chow Tai Fook  
Fred  
Graff  
Hublot  
Jaeger-LeCoultre  
Omega  
Pandora  
Repossi  
Rolex  
Tag Heuer  
Tiffany & Co.  
Vacheron Constantin  
Van Cleef & Arpels  
Zenith

# 2022 GLOBAL KEY TRENDS

## THE RISE OF WEB3



Gucci Town on Roblox

2022 has been the year of **Web3** and innovation. As the technology has matured and more people have become familiar with the potential benefits, more luxury brands are experimenting with **NFTs** and **web3-based** solutions, such as decentralized marketplaces and **blockchain-based** authenticity verification systems.

TECHNOLOGY IMPROVEMENT

## THE MIDDLE EAST ERA



Hublot opens store in Qatar

Due to the impact of Covid-19 outbreaks in China, the cost of living crisis in Europe, and rising interest rates in the US, luxury companies are increasingly looking to the Middle East as a **potential source of growth**. In addition, major events such as the World Cup in Qatar this year have brought increased visibility to the Region.

NEW OPPORTUNITIES

## THE POWER OF K-POP



Jisoo new brand ambassador of Cartier

K-pop is becoming an important part of successful marketing strategies for brands, and they are trying to capitalize on the buzz generated by the latest K-pop acts. Luxury brands are actively **seeking to secure K-pop idols as brand ambassadors**, in order to appeal to the growing number of consumers who are interested in this content.

THE NEW FACE OF FASHION

## IMMERSIVE EXPERIENCES

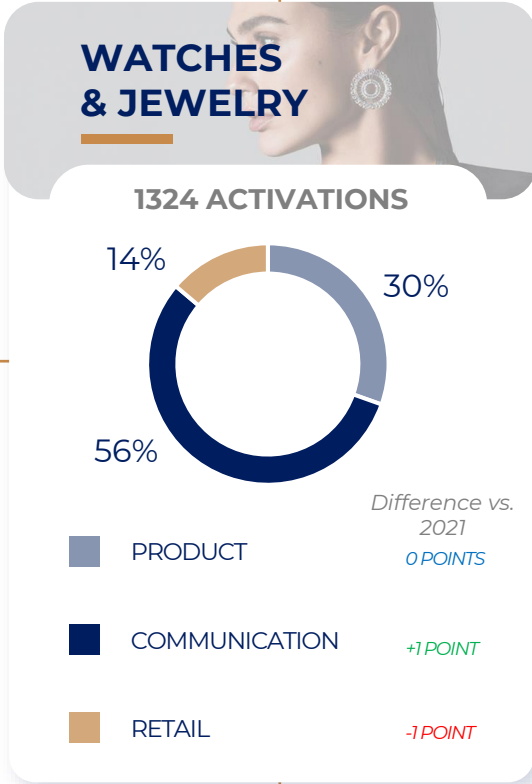
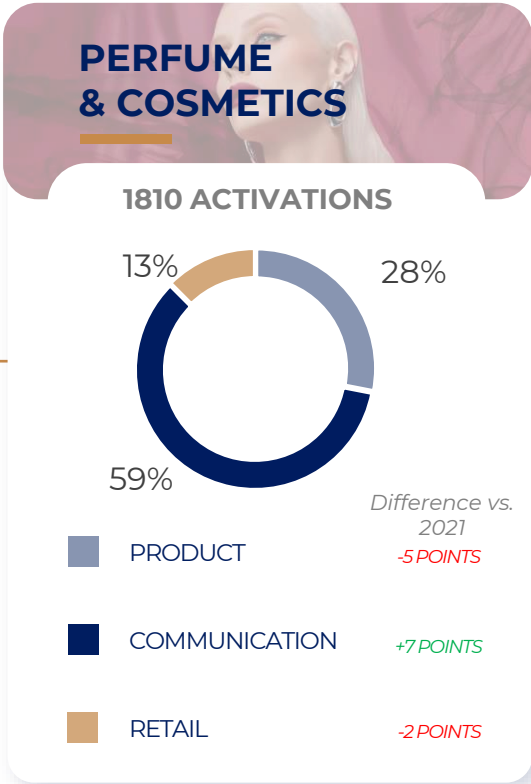
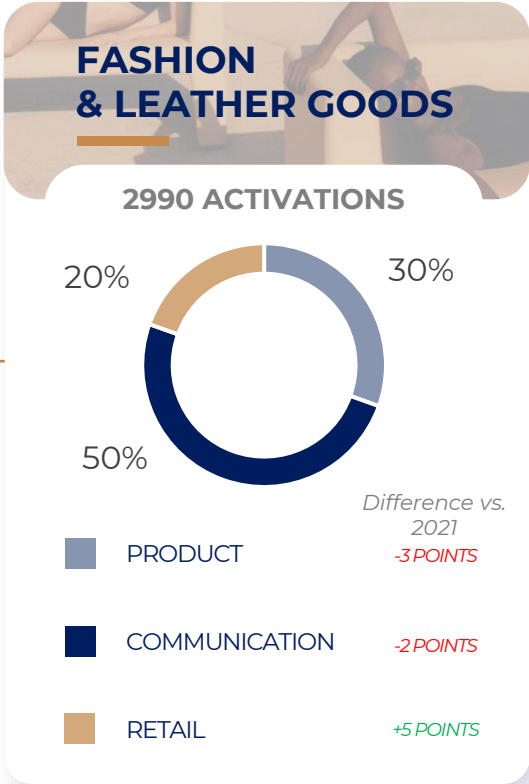


Cartier Time Unlimited event

Luxury companies are increasingly using **unique experiences to connect with consumers** in new and innovative ways, and are leveraging new technologies to create more immersive and personalized experiences. With this, brands are able to create a sense of exclusivity and indulgence.

EXPERIENTIAL EVENTS

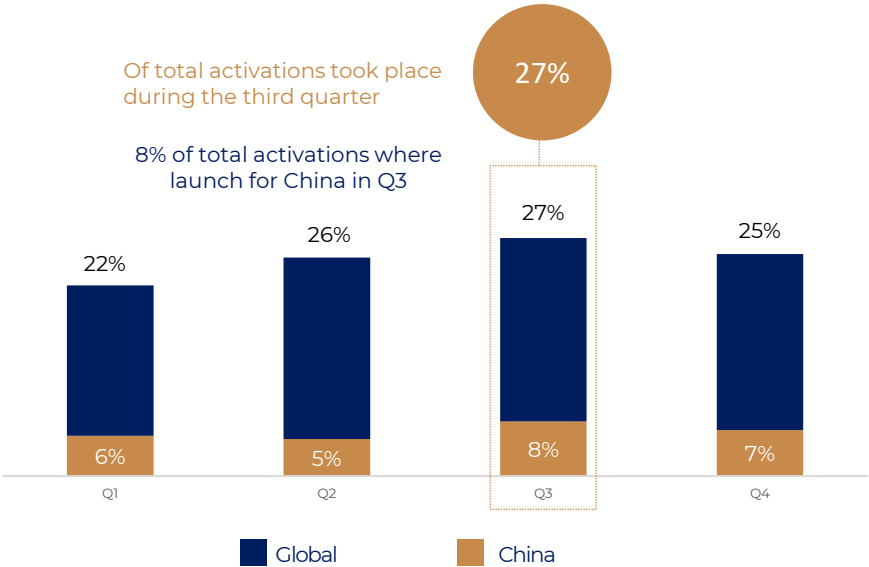
# 2022 ACTIVATIONS OVERVIEW



# ACTIVATIONS DISTRIBUTION



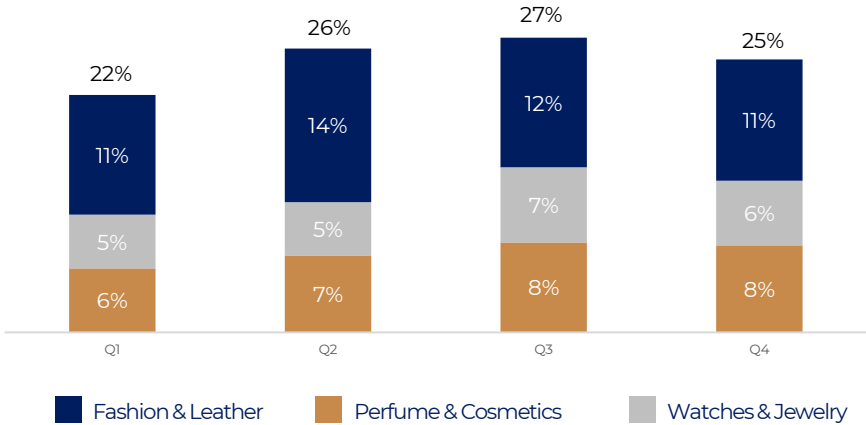
QUARTERLY DISTRIBUTION



- Q3 is the quarter with the **highest number of activations**. In China, this quarter is marked by the **Chinese Valentine's Day** on August 4<sup>th</sup>. On a global scale, various fashion shows are held during this quarter, such as the **Paris Haute Couture Week** which occurred from July 3<sup>rd</sup> to July 7<sup>th</sup>.



QUARTERLY DISTRIBUTION PER SECTOR



- The Fashion & Leather Goods sector had the **most activations across all quarters**, with Perfume & Cosmetics coming in second.



# FASHION & LEATHER GOODS

---

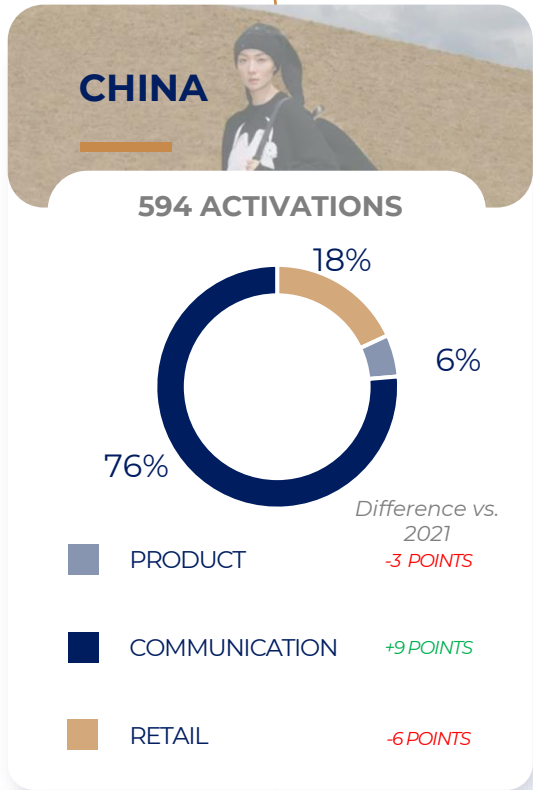
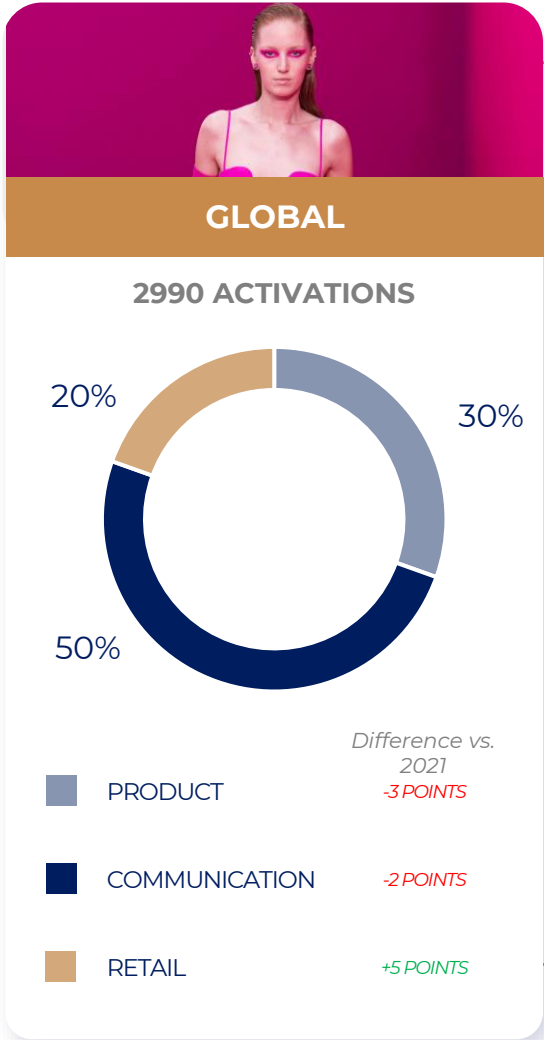
LUXURYNSIGHT

# FASHION & LEATHER GOODS' ACTIVATIONS

20 BRANDS



BALENCIAGA  
BERLUTI  
BURBERRY  
CELINE  
CHANEL  
CHRISTIAN DIOR COUTURE  
COACH  
EMILIO PUCCI  
GIVENCHY  
GUCCI  
HERMÈS  
JW ANDERSON  
KENZO  
LOEWE  
LOUIS VUITTON  
MARC JACOBS  
PRADA  
SAINT LAURENT  
TORY BURCH  
VALENTINO



# TOP PERFORMERS: GLOBAL

2990 ACTIVATIONS

## TOP 5 CATEGORIES PER ACTIVATION TYPE\*

PRODUCT			Total: 912 activations
CATEGORIES	VOLUME		
NEW COLLECTION	42%	▼	
NEW PRODUCTS	16%	▲	
NEW VERSION	13%	▼	
COLLABORATION	12%	▲	
LIMITED-EDITION	12%	▲	
TOTAL	95%		

COMMUNICATION			Total: 1494 activations
TYPES	VOLUME		
DIGITAL	46%	▼	
CAMPAIGN	27%	▲	
EVENT	22%	▲	
FASHION SHOWS	5%	▼	
TOTAL	100%		

RETAIL			Total: 584 activations
TYPES	VOLUME		
POP-UP STORES	68%	▲	
NEW STORES	28%	▼	
STORE RE-OPENING	2%	▲	
E-COMMERCE	1%	▼	
CAFE/ HOTEL	1%	▲	
TOTAL	100%		

## TOP 5 BRANDS WITH MORE ACTIVATIONS\*

PRODUCT			Total: 912 activations
BRAND	TOTAL ACTIVITY		
LOUIS VUITTON	15%	▲	
CHRISTIAN DIOR COUTURE	11%	▲	
GUCCI	10%	▲	
BALENCIAGA	8%	▲	
TORY BURCH	6%	▲	
TOTAL	50%		

COMMUNICATION			Total: 1494 activations
BRAND	TOTAL ACTIVITY		
CHRISTIAN DIOR COUTURE	12%	▬	
GUCCI	12%	▲	
LOUIS VUITTON	10%	▲	
VALENTINO	7%	▲	
BURBERRY	6%	▲	
TOTAL	47%		

RETAIL			Total: 584 activations
BRAND	TOTAL ACTIVITY		
PRADA	16%	▲	
CHRISTIAN DIOR COUTURE	15%	▲	
GUCCI	11%	▼	
LOUIS VUITTON	9%	▲	
BURBERRY	7%	▬	
TOTAL	58%		



# TOP PERFORMERS: CHINA FOCUS

594 ACTIVATIONS

## TOP 5 CATEGORIES PER ACTIVATION TYPE\*

### PRODUCT

Total: 33 activations

TYPES	VOLUME	
LIMITED-EDITION	48%	▲
NEW COLLECTION	24%	▼
NEW VERSION	15%	▲
COLLABORATION	6%	▼
EXCLUSIVE LAUNCH	6%	▲
<b>TOTAL</b>	<b>100%</b>	

### COMMUNICATION

Total: 454 activations

TYPES	VOLUME	
CAMPAIGN	52%	▲
DIGITAL	29%	▼
EVENT	15%	▼
FASHION SHOWS	4%	▲
<b>TOTAL</b>	<b>100%</b>	

### RETAIL

Total: 107 activations

TYPES	VOLUME	
POP-UP STORES	68%	▲
NEW STORES	30%	▼
E-COMMERCE	3%	▼
STORE RE-OPENING	2%	▲
<b>TOTAL</b>	<b>100%</b>	

## TOP 5 BRANDS WITH MORE ACTIVATIONS\*

### PRODUCT

Total: 33 activations

BRAND	TOTAL ACTIVITY	
BURBERRY	12%	▲
VALENTINO	12%	▲
CHRISTIAN DIOR COUTURE	9%	▲
COACH	9%	▲
KENZO	9%	▲
<b>TOTAL</b>	<b>51%</b>	

### COMMUNICATION

Total: 454 activations

BRAND	TOTAL ACTIVITY	
CHRISTIAN DIOR COUTURE	15%	▲
BURBERRY	10%	▲
VALENTINO	10%	▲
GUCCI	9%	▼
LOUIS VUITTON	8%	▲
<b>TOTAL</b>	<b>52%</b>	

### RETAIL

Total: 107 activations

BRAND	TOTAL ACTIVITY	
GUCCI	16%	▲
LOUIS VUITTON	15%	▲
CHRISTIAN DIOR COUTURE	11%	▲
CELINE	10%	▲
BURBERRY	7%	▼
<b>TOTAL</b>	<b>59%</b>	

# INSPIRING PRACTICES: GLOBAL

## LOUIS VUITTON SPRING SUMMER 2023



Louis Vuitton Women's Spring-Summer 2023 Collection in Paris.



- Putting femininity in the spotlight, the Spring-Summer 2023 Collection changes the play of proportions, where the infinitely large and infinitely small come together in one silhouette.
- Louis Vuitton's Spring-Summer 2023 Collection is unveiled in the museum's Cour Carrée.

PRODUCT

## GUCCI TOWN ON ROBLOX



Gucci has unveiled a new virtual city on Roblox, expanding its presence on the gaming platform.



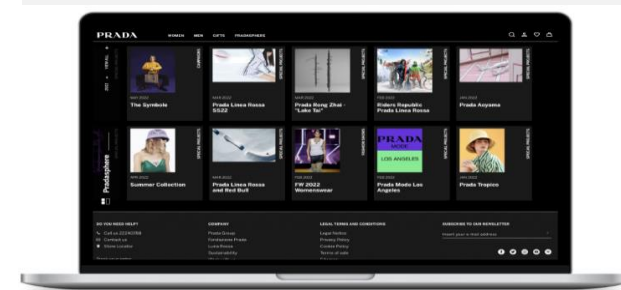
- Called "Gucci Town", the game's portal takes the form of a "piazza", an open-air square, recognized for centuries as a place of meeting and expression.
- Gucci Town is a place where customers can discover more about the House and its heritage, and where people can also express their own personality and connect with people around the world who share the same aspirations.

COMMUNICATION

## PRADA E-COMMERCE PLATFORM



Prada launches Its latest E-Commerce Platform In Kuwait Featuring NFTs and a Time Capsule Section.



- The latest launch is a once-a-month exclusive product range for men and women sold in limited quantities for 24 hours that starts on August 4, 2022.
- Customers will have access to the Prada NFTs, opening a whole new world of fashion.

RETAIL



# INSPIRING PRACTICES: CHINA FOCUS

## DIOR LIMITED-EDITION BAG



Dior limited-edition The Year Of Rabbit collection.



- Dior revealed a new collection for Spring 2023 in honor of the Chinese New Year, the year of the rabbit. The collection showcases intricate rabbit patterns and floral designs that complement each other.
- The Lunar New Year is a significant event for the Chinese market, representing an opportunity for brands to approach the Chinese consumers.

PRODUCT

## VALENTINO PINKPP



The Fall/Winter 2022-2023 Pink PP collection officially kicked off in Aranya, Qinhuangdao, China.



- From September 21 to the end of October, Valentino collaborated with Aranya to start Fall/Winter 2022-2023 Pink PP collection.
- More than 10 celebrities participated in the shoot, spanning occupations and ages.

COMMUNICATION

## LOUIS VUITTON NEW STORE



New store at SKP, Beijing, China.



- Louis Vuitton Beijing SKP 2F men's store opened grandly.
- The new store space carries the whimsy of travel and reflects the fashion of men's clothing. Personality and collocation are intertwined with inspiration and ingenuity, showing trendy and interesting.

RETAIL



# PERFUME & COSMETICS

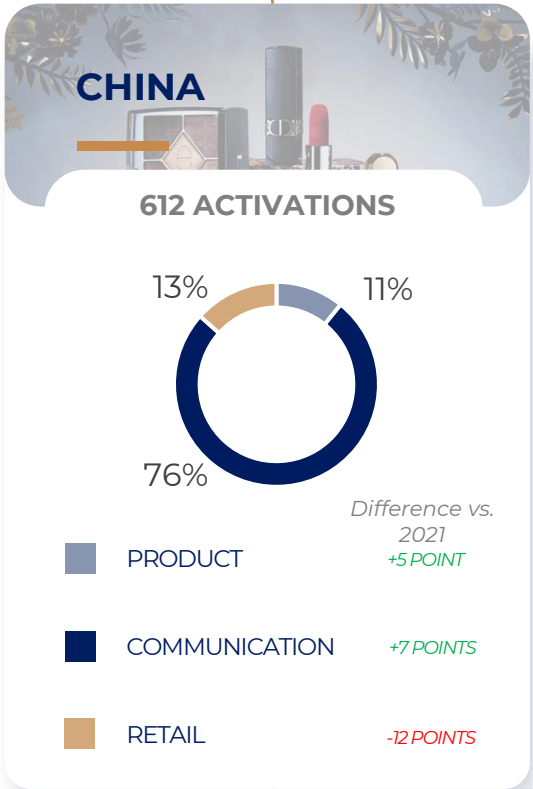
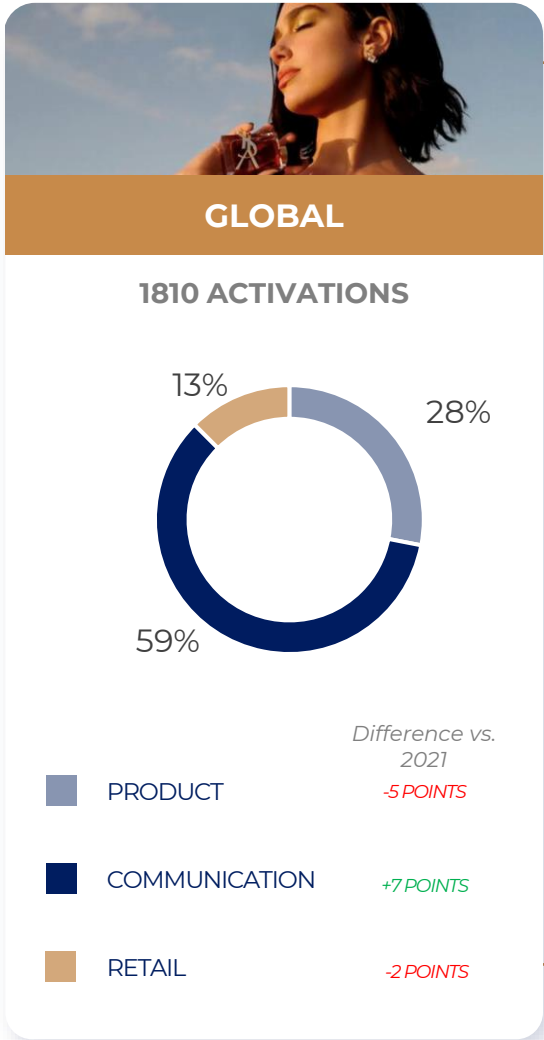
---

LUXURYNSIGHT

# PERFUME & COSMETICS' ACTIVATIONS

20 BRANDS

ACQUA DI PARMA  
BENEFIT COSMETICS  
BOBBI BROWN  
CHANEL PARFUMS  
CLARINS  
DIOR PARFUMS  
ESTÉE LAUDER  
FENTY BEAUTY  
GIVENCHY PARFUMS  
GUERLAIN  
JO MALONE  
KENZO PARFUMS  
KIEHL'S  
LANCÔME  
L'ORÉAL PARIS  
LA MER  
MAC  
MAKE UP FOR EVER  
SISLEY PARIS  
YSL BEAUTÉ



# TOP PERFORMERS: GLOBAL

1810 ACTIVATIONS

## TOP 5 CATEGORIES PER ACTIVATION TYPE\*

PRODUCT			Total : 508 activations
CATEGORIES	VOLUME		
LIMITED-EDITION	34%	▲	
PRODUCT CATEGORY	34%	▲	
PRODUCT COLLECTION	12%	▼	
NEW VERSION	9%	▼	
PRODUCT COLLABORATION	5%	▼	
TOTAL	94%		

COMMUNICATION			Total : 1076 activations
TYPES	VOLUME		
DIGITAL	65%	▼	
CAMPAIGN	20%	▲	
EVENT	15%	▲	
TOTAL	100%		

RETAIL			Total : 226 activations
TYPES	VOLUME		
POP-UP STORES	62%	▲	
NEW STORES	23%	▼	
COUNTER	7%	▲	
E-COMMERCE	6%	▲	
CAFE / HOTEL	2%	▲	
TOTAL	100%		

## TOP 5 BRANDS WITH MORE ACTIVATIONS\*

PRODUCT			Total : 508 activations
BRAND	TOTAL ACTIVITY		
MAC COSMETICS	9%	▲	
PARFUMS CHRISTIAN DIOR	8%	▲	
GUERLAIN	8%	▲	
L'ORÉAL PARIS	8%	▲	
ESTÉE LAUDER	7%	▲	
TOTAL	40%		

COMMUNICATION			Total : 1076 activations
BRAND	TOTAL ACTIVITY		
L'ORÉAL PARIS	11%	▲	
LANCÔME	10%	▲	
PARFUMS CHRISTIAN DIOR	10%	▲	
YSL BEAUTÉ	10%	▲	
GUERLAIN	8%	▲	
TOTAL	49%		

RETAIL			Total : 226 activations
BRAND	TOTAL ACTIVITY		
PARFUMS CHRISTIAN DIOR	15%	▲	
LANCÔME	12%	▲	
CHANEL PARFUMS	10%	▲	
KIEHL'S	8%	▲	
GUERLAIN	8%	▲	
TOTAL	53%		

\*Activation type: Product, Communication and Retail



# TOP PERFORMERS: CHINA FOCUS

612 ACTIVATIONS

## TOP 5 CATEGORIES PER ACTIVATION TYPE\*

### PRODUCT

Total : 66 activations

CATEGORIES	VOLUME	
LIMITED-EDITIONS	70%	▲
COLLECTION	12%	▼
PRODUCT COLLABORATIONS	9%	▼
NEW VERSION	5%	=
EXCLUSIVE LAUNCHES	3%	▼
<b>TOTAL</b>	<b>100%</b>	

### COMMUNICATION

Total : 464 activations

TYPES	VOLUME	
DIGITAL	64%	▼
CAMPAIGN	27%	▲
EVENT	9%	▼
<b>TOTAL</b>	<b>100%</b>	

### RETAIL

Total : 82 activations

TYPES	VOLUME	
POP-UP STORES	66%	▲
NEW STORES	23%	▼
E-COMMERCE	6%	▼
CAFÉ / HOTEL	4%	▲
COUNTER	1%	▲
<b>TOTAL</b>	<b>100%</b>	

## TOP 5 BRANDS WITH MORE ACTIVATIONS\*

### PRODUCT

Total : 66 activations

BRAND	TOTAL ACTIVITY	
L'ORÉAL PARIS	21%	▲
MAC	11%	▲
KIEHL'S	9%	▲
BOBBI BROWN	8%	▲
ESTÉE LAUDER	8%	▲
<b>TOTAL</b>	<b>56%</b>	

### COMMUNICATION

Total : 464 activations

BRAND	TOTAL ACTIVITY	
L'ORÉAL PARIS	16%	▲
ESTÉE LAUDER	12%	▲
LANCÔME	10%	▲
SISLEY PARIS	10%	▲
PARFUMS CHRISTIAN DIOR	6%	▼
<b>TOTAL</b>	<b>54%</b>	

### RETAIL

Total : 82 activations

BRAND	TOTAL ACTIVITY	
LANCÔME	17%	▲
PARFUMS CHRISTIAN DIOR	12%	▲
ACQUA DI PARMA	9%	▲
YSL BAUTÉ	9%	▲
LA MER	6%	▲
<b>TOTAL</b>	<b>53%</b>	

# INSPIRING PRACTICES: GLOBAL

## GUERLAIN SHALIMAR MILLEZIM TONKA



Guerlain Launches New Fragrance  
Homage to 1925 Shalimar.



- Guerlain ranks third in terms of new product launches, accounting for 9% of total product launches in 2022.
- Shalimar is the world's first oriental fragrance created in 1925. "Shalimar Millezim Tonka" to be released is a tribute to Tonka bean, which is one of Guerlain's favorite six scented materials "Gerlinade".

PRODUCT

## L'ORÉAL DREAM LENGTHS CURLS



Event Le Défilé L'Oréal Paris for Paris  
Fashion Week.



- L'Oréal Paris returns with the 5th edition of its annual Fashion Show, during Paris Fashion Week, on October 2, 2022.
- The show was unveiled at the Ecole Militaire de Paris and featured brand ambassadors and different influencers

COMMUNICATION

## CHANEL BEAUTY HOUSE



CHANEL opens 'Chanel Beauty  
House' in Tokyo.



- Chanel has 10% of all retail initiatives in 2022 and ranks third in terms of retail initiatives.
- Chanel opened a new beauty-dedicated boutique in Tokyo. Officially dubbed Chanel Beauty House at Ometesando dori, Tokyo, Occupying 150 sqm.

RETAIL

# INSPIRING PRACTICES: CHINA FOCUS

## MAC CHINESE VALENTINE'S DAY



MAC Limited-edition 520 Day gift boxes launched in China featuring different sets of lipsticks.



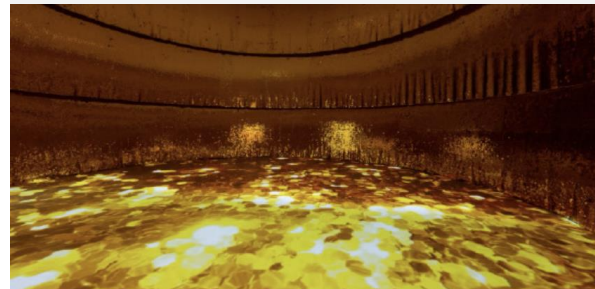
- MAC ranks second in terms of new product launches in China, accounting for 11% of total product launches in 2022.
- 520 Day, is the love-themed festival in the China market for express loving. The event it's one of the biggest sales driving Chinese holidays of the year for luxury brands.

PRODUCT

## LANCÔME EXHIBITION



One Moment Eternity Art Of Absolu exhibition, at CSSC Pavilion.



- Lancôme has launched 47 communication activities in China in 2022 and takes second place in the top 5 communication activities in 2022.
- Lancôme collaborated with contemporary artists to continue writing inspiration and inheritance, and present beautiful works of art together, interpreting the constant beauty power of "a moment of life."

COMMUNICATION

## ACQUA DI PARMA NEW BOUTIQUE

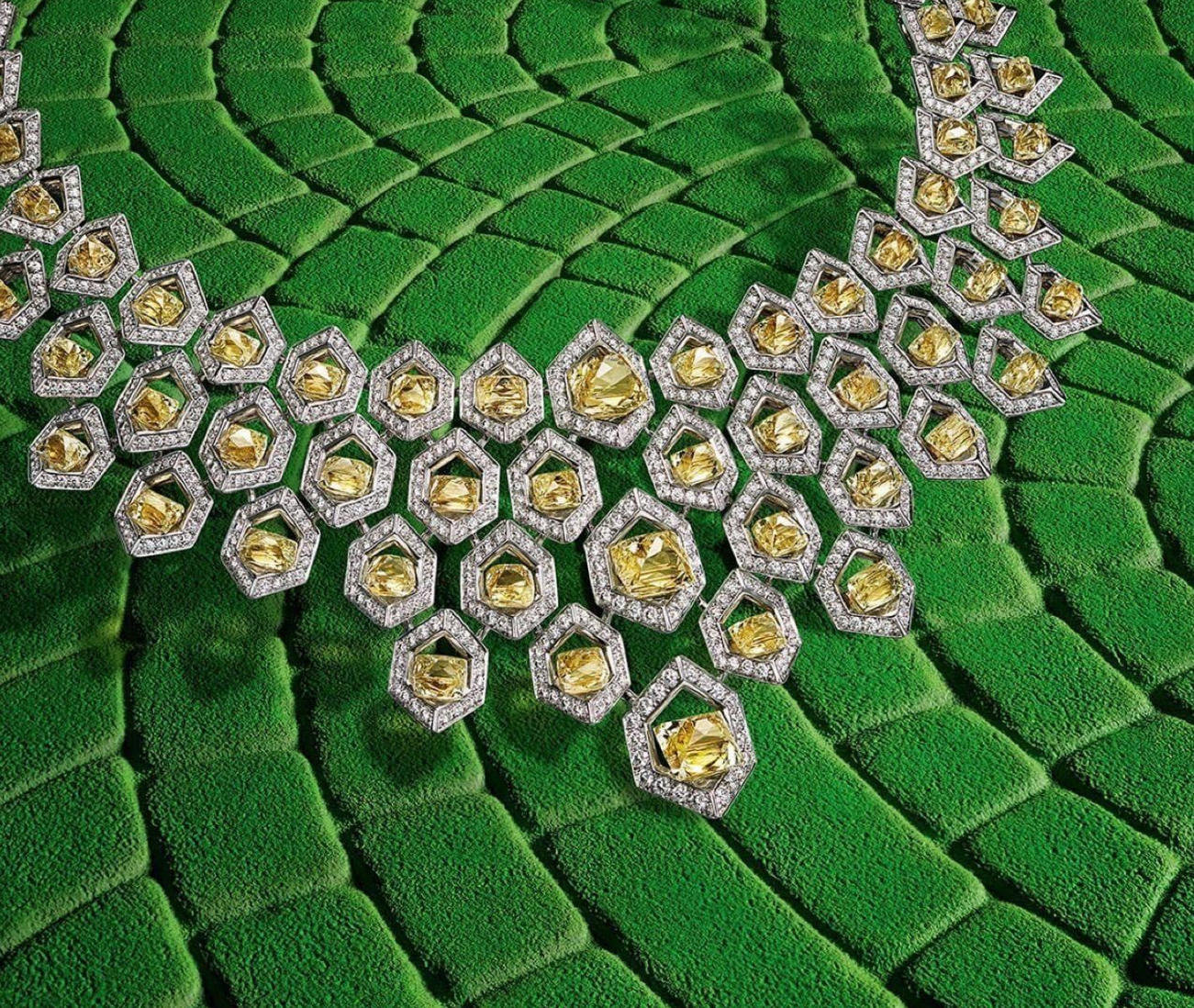


Acqua di Parma dazzles with new boutique at CDFG Haikou International Duty Free Shopping Complex.



- Acqua di Parma has opened 3 new shops and 4 pop-up shops in 2022 in China.
- Acqua di Parma represents 9% of all retail initiatives in 2022 and ranks third in terms of retail initiatives in China.

RETAIL



# WATCHES & JEWELRY

---

LUXURYNSIGHT

# WATCHES & JEWELRY'S ACTIVATIONS

19 BRANDS

BLANCPAIN

BVLGARI

CARTIER

CHAUMET

CHOW TAI FOOK

FRED

GRAFF

HUBLOT

JAEGER-LECOULTRE

OMEGA

REPOSSI

ROLEX

TAG HEUER

TIFFANY & CO.

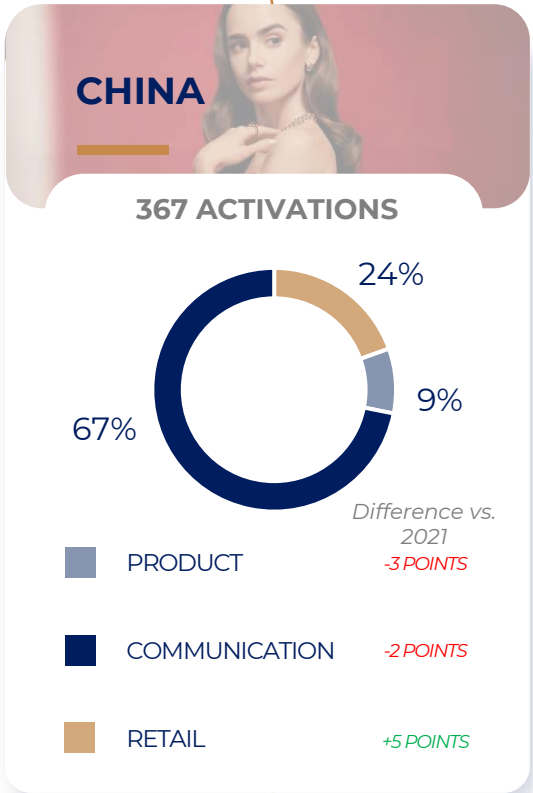
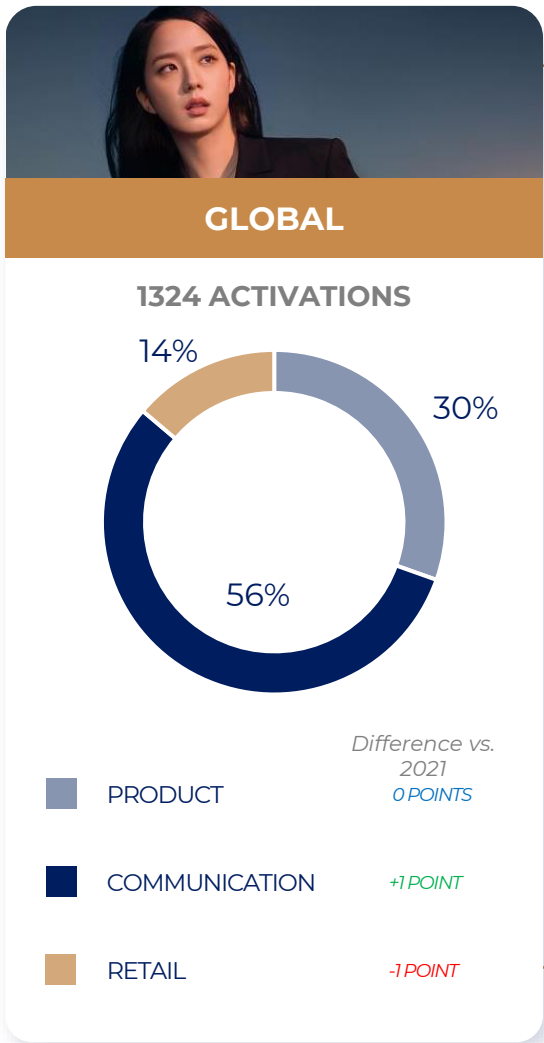
VACHERON CONSTANTIN

VAN CLEEF & ARPELS

ZENITH

PANDORA

APM MONACO



# TOP PERFORMERS: GLOBAL

1324 ACTIVATIONS

## TOP 5 CATEGORIES PER ACTIVATION TYPE\*

PRODUCT <span>Total: 403 activations</span>		
CATEGORIES	VOLUME	
PRODUCT CATEGORY	27%	▲
LIMITED-EDITION	23%	▼
NEW VERSION	17%	▼
PRODUCT COLLECTION	16%	▲
PRODUCT COLLABORATION	12%	▲
TOTAL	95%	

COMMUNICATION <span>Total: 738 activations</span>		
TYPES	VOLUME	
EVENT	39%	▲
DIGITAL	36%	▲
CAMPAIGN	25%	▼
TOTAL	100%	

RETAIL <span>Total: 183 activations</span>		
TYPES	VOLUME	
NEW STORES	55%	▼
POP-UP STORES	39%	▲
STORE RE-OPENING	3%	▲
CAFÉ / HOTEL	2%	▲
E-COMMERCE	1%	▼
TOTAL	100%	

## TOP 5 BRANDS WITH MORE ACTIVATIONS\*

PRODUCT <span>Total: 403 activations</span>		
BRAND	TOTAL ACTIVITY	
BULGARI	11%	▲
HUBLOT	10%	▼
CARTIER	9%	▲
TIFFANY & CO.	8%	▲
TAG HEUER	8%	▲
TOTAL	46%	

COMMUNICATION <span>Total: 738 activations</span>		
BRAND	TOTAL ACTIVITY	
BULGARI	15%	▼
CARTIER	10%	▼
HUBLOT	9%	▲
TIFFANY & CO.	6%	▲
TAG HEUER	6%	▲
TOTAL	46%	

RETAIL <span>Total: 183 activations</span>		
BRAND	TOTAL ACTIVITY	
CARTIER	15%	▲
HUBLOT	8%	▼
BULGARI	8%	▼
JAEGER LE-COULTRE	8%	▲
VAN CLEEF & ARPELS	8%	▲
TOTAL	47%	

\*Activation type: Product, Communication and Retail



# TOP PERFORMERS: CHINA FOCUS

367 ACTIVATIONS

## TOP 5 CATEGORIES PER ACTIVATION TYPE\*

### PRODUCT

Total: 32 activations

CATEGORIES	VOLUME	
LIMITED EDITIONS	47%	▼
PRODUCT COLLABORATION	25%	▲
NEW VERSION	13%	▼
PRODUCT COLLECTION	9%	▼
NEW COLOR	3%	▲
<b>TOTAL</b>	<b>100%</b>	

### COMMUNICATION

Total: 246 activations

TYPES	VOLUME	
CAMPAIGN	48%	▼
EVENT	30%	▲
DIGITAL	22%	▲
<b>TOTAL</b>	<b>100%</b>	

### RETAIL

Total: 89 activations

TYPES	VOLUME	
NEW STORES	60%	▼
POP-UP STORES	36%	▲
STORE RE-OPENING	3%	▲
E-COMMERCE	1%	▼
<b>TOTAL</b>	<b>100%</b>	

## TOP 5 BRANDS WITH MORE ACTIVATIONS\*

### PRODUCT

Total: 32 activations

BRAND	TOTAL ACTIVITY	
CHOW TAI FOOK	25%	▼
CARTIER	16%	▲
OMEGA	13%	▲
BLANCPAIN	9%	▲
VACHERON CONSTANTIN	9%	▲
<b>TOTAL</b>	<b>72%</b>	

### COMMUNICATION

Total: 246 activations

BRAND	TOTAL ACTIVITY	
CHOW TAI FOOK	17%	▼
BULGARI	15%	▲
TAG HEUER	7%	▲
HUBLOT	7%	▲
CHAUMET	7%	▼
<b>TOTAL</b>	<b>52%</b>	

### RETAIL

Total: 89 activations

BRAND	TOTAL ACTIVITY	
VAN CLEEF & ARPELS	13%	▲
FRED	11%	▼
CHOW TAI FOOK	9%	▲
CARTIER	9%	▼
APM MONACO	8%	▲
<b>TOTAL</b>	<b>51%</b>	

# INSPIRING PRACTICES: GLOBAL

## BULGARI EDEN, THE GARDEN OF WONDERS



Bulgari unveils Bulgari Eden, The Garden of Wonders, its most precious high jewelry collection.



- This High Jewellery and Watches collection includes for the first time in the Bulgari history more than 30 creations dedicated to the emerald.
- For the occasion the company launched a video campaign with Zendaya, Anne Hathaway, Lisa and Priyanka Chopra. In addition to a Fashion Show in Paris and an event in Shanghai.

PRODUCT

## CARTIER NEW AMBASSADOR



Cartier tapped Jisoo as its latest ambassador.



- While Blackpink has roots in South Korea, the group's global fame has accelerated over the last few years, becoming an international pop sensation. Jisoo will be part of the select brand ambassador of the brand alongside with Emma Chamberlain, Austin Butler, Ella Balinska and more.

COMMUNICATION

## HUBLOT NEW STORE IN QATAR



New store in Doha Vendôme Mall for the FIFA World Cup 2022.



- The opening of the store was during the FIFA World Cup 2022. With this store the company completed 16 stores in the Middle East market.
- As the official timekeeper of the FIFA World Cup tournament, the company also launched two special Qatar edition watches and an inauguration event of its boutique in the Vendôme Mall in Doha.

RETAIL



# INSPIRING PRACTICES: CHINA FOCUS

## CHOW TAI FOOK DISNEY PRINCESS



The brand launched a Disney Princess collection.



- 100% of Chow Tai Fook products were launched in the Chinese market, being one of the most important jewelry companies for this market.
- The collection was launched with a special event in Shanghai with the Princess theme.

PRODUCT

## CARTIER TIME UNLIMITED EXHIBITION



Cartier "Time Unlimited" immersion exhibition in Hong Kong.



- Complete immersion in Cartier with the "Time Unlimited" installation in Hong Kong. The exhibition was open until December 11 to the public.
- Cartier's Time Unlimited worldwide exhibition brings timekeeping to life through its new animated presentation of more than 100 watches past and present.

COMMUNICATION

## VAN CLEEF & ARPELS NEW STORE



Van Cleef & Arpels flagship store was unveiled in IFS, Chengdu International Finance Center.



- 86% of retail initiatives of Van Cleef & Arpels were in the Chinese Market. The company usually unveils pop-up stores for short periods of time in different cities. However, the company opened a new Flagship store in the center of Chengdu.
- The new boutique aims to offer guests a space to appreciate the enchanting spirit of the Maison's creations.

RETAIL

# WHAT TO EXPECT FOR 2023?

1

## INFLUENCE OF CHINA



China's luxury market saw a **10% decline in 2022** due to travel restrictions leading Chinese tourists to buy locally. Luxury companies had to adapt to this shift by focusing on building their **domestic customer base**.

With the opening of borders in 2023, Chinese consumers will present new challenges and opportunities. Companies need to be **attuned to changing consumer preferences and adapt their strategies**. The market in China is highly competitive and dynamic, and companies that navigate this landscape will be positioned for long-term growth and success.

2

## INTEGRATION OF TECHNOLOGIES



2022 was the year of technology. However, as luxury brands embrace innovations to enhance their customer experiences, they face a number of challenges. One of them is **selecting the right technology for their target audience**, as not all technologies may be relevant for every segment. They must also ensure that their use of these technologies complies with **data privacy and security regulations**. In addition, they must keep pace with rapidly evolving technologies and **changing consumer preferences**.

Overall, brands that can navigate these challenges to enhance their customer experiences will be well-positioned for success in 2023 and beyond.



# APPENDIX

---



LUXURYNSIGHT

# FASHION & LEATHER GOODS

## PRODUCT LAUNCHES

COLLECTION			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
LOUIS VUITTON	15%	BURBERRY	25%
CHRISTIAN DIOR COUTURE	12%	CELINE	13%
GUCCI	10%	GIVENCHY	13%
BALENCIAGA	6%	J.W. ANDERSON	13%
HERMES PARIS	5%	KENZO	13%
TOTAL	47%	TOTAL	75%

NEW PRODUCT CATEGORY			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
LOUIS VUITTON	18%		
TORY BURCH	11%		
BALENCIAGA	9%		
CHRISTIAN DIOR COUTURE	7%		
GUCCI	7%		
TOTAL	51%	TOTAL	0%

NEW VERSION			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
LOUIS VUITTON	26%	VALENTINO	40%
CHRISTIAN DIOR COUTURE	11%	BALENCIAGA	20%
GUCCI	10%	CHRISTIAN DIOR COUTURE	20%
BALENCIAGA	8%	COACH	20%
TORY BURCH	8%		
TOTAL	62%	TOTAL	100%

## COMMUNICATION

DIGITAL			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
CHRISTIAN DIOR COUTURE	17%	COUTURE	25%
GUCCI	15%	GUCCI	14%
LOUIS VUITTON	11%	BURBERRY	10%
PRADA	7%	COACH	8%
COACH	6%	LOUIS VUITTON	7%
TOTAL	56%	TOTAL	65%

CAMPAIGN			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
VALENTINO	10%	VALENTINO	11%
CHRISTIAN DIOR COUTURE	10%	CHRISTIAN DIOR COUTURE	11%
BURBERRY	9%	BURBERRY	10%
GUCCI	8%	TORY BURCH	10%
LOUIS VUITTON	8%	LOUIS VUITTON	8%
TOTAL	46%	TOTAL	50%

EVENT			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
LOUIS VUITTON	13%	CHRISTIAN DIOR COUTURE	16%
GUCCI	12%	VALENTINO	16%
VALENTINO	10%	LOUIS VUITTON	14%
SAINT LAURENT PARIS	10%	BURBERRY	13%
CHRISTIAN DIOR COUTURE	8%	GUCCI	10%
TOTAL	53%	TOTAL	69%

## RETAIL

POP-UP STORES			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
PRADA	22%	GUCCI	19%
CHRISTIAN DIOR COUTURE	17%	CELINE	12%
GUCCI	11%	CHRISTIAN DIOR COUTURE	12%
LOUIS VUITTON	8%	LOUIS VUITTON	11%
BURBERRY	7%	BURBERRY	10%
TOTAL	65%	TOTAL	64%

NEW STORES			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
LOUIS VUITTON	13%	LOUIS VUITTON	25%
GUCCI	13%	HERMES PARIS	16%
CHRISTIAN DIOR COUTURE	10%	CHRISTIAN DIOR COUTURE	9%
HERMES PARIS	10%	GUCCI	9%
BALENCIAGA	9%	BALENCIAGA	6%
TOTAL	55%	TOTAL	66%

STORE OPENINGS			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
GUCCI	23%	BURBERRY	50%
CHRISTIAN DIOR COUTURE	15%	HERMES PARIS	50%
HERMES PARIS	15%		
LOUIS VUITTON	15%		
BALENCIAGA	8%		
TOTAL	77%	TOTAL	100%

# PERFUME & COSMETICS

## PRODUCT LAUNCHES

LIMITED-EDITIONS			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
PARFUMSCHRISTIAN DIOR	10%	L'ORÉAL PARIS	15%
ESTÉE LAUDER	10%	BOBBI BROWN	11%
MAC COSMETICS	9%	KIEHL'S	11%
KIEHL'S	7%	ESTÉE LAUDER	9%
BOBBI BROWN	7%	LANCÔME	9%
TOTAL	43%	TOTAL	54%

NEW PRODUCT CATEGORY			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
GUERLAIN	10%	ESTÉE LAUDER	7%
CLARINS	9%		
L'ORÉAL PARIS	9%		
ESTÉE LAUDER	8%		
CHANEL PARFUMS	8%		
TOTAL	44%	TOTAL	7%

COLLECTION			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
MAC COSMETICS	13%	L'ORÉAL PARIS	25%
CHANEL PARFUMS	10%	MAKE UP FOR EVER	25%
L'ORÉAL PARIS	10%	MAC COSMETICS	25%
BENEFIT COSMETICS	7%	GUERLAIN	13%
JO MALONE	7%	LANCÔME	13%
TOTAL	47%	TOTAL	100%

## COMMUNICATION

DIGITAL			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
L'ORÉAL PARIS	13%	L'ORÉAL PARIS	20%
LANCÔME	11%	ESTÉE LAUDER	14%
GUERLAIN	10%	LANCÔME	11%
PARFUMSCHRISTIAN DIOR	10%	SISLEY PARIS	9%
ESTÉE LAUDER	9%	KIEHL'S	6%
TOTAL	52%	TOTAL	61%

CAMPAIGN			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
YSL BEAUTÉ	14%	SISLEY PARIS	12%
PARFUMSCHRISTIAN DIOR	12%	PARFUMSCHRISTIAN DIOR	11%
L'ORÉAL PARIS	11%	YSL BEAUTÉ	10%
PARFUMSGIVENCHY	9%	MAC COSMETICS	9%
LANCÔME	9%	L'ORÉAL PARIS	8%
TOTAL	55%	TOTAL	50%

EVENT			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
LANCÔME	12%	BENEFIT COSMETICS	15%
FENTY BEAUTY	8%	ESTÉE LAUDER	15%
GUERLAIN	8%	LANCÔME	12%
YSL BEAUTÉ	8%	YSL BEAUTÉ	12%
ESTÉE LAUDER	8%	ACQUADI PARMA	7%
TOTAL	44%	TOTAL	61%

## RETAIL

POP-UP STORES			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
PARFUMSCHRISTIAN DIOR	19%	LANCÔME	20%
LANCÔME	16%	PARFUMSCHRISTIAN DIOR	17%
CHANEL PARFUMS	14%	YSL BEAUTÉ	9%
KIEHL'S	10%	ACQUADI PARMA	7%
YSL BEAUTÉ	9%	GUERLAIN	7%
TOTAL	68%	TOTAL	61%

NEW STORES			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
LA MER	12%	LA MER	26%
PARFUMSCHRISTIAN DIOR	12%	ACQUADI PARMA	16%
KIEHL'S	10%	LANCÔME	16%
ACQUADI PARMA	8%	CLARINS	11%
CHANEL PARFUMS	8%	YSL BEAUTÉ	11%
TOTAL	48%	TOTAL	79%

E-COMMERCE			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
YSL BEAUTÉ	23%	FENTY BEAUTY	20%
PARFUMSCHRISTIAN DIOR	15%	JO MALONE	20%
BENEFIT COSMETICS	8%	YSL BEAUTÉ	20%
BOBBI BROWN	8%	LA MER	20%
FENTY BEAUTY	8%	MAC	20%
TOTAL	62%	TOTAL	100%

# WATCHES & JEWELRY

## PRODUCT LAUNCHES

PRODUCT CATEGORY			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
BULGARI	15%		
VAN CLEEF & ARPELS	8%		
OMEGA	8%		
CARTIER	8%		
JAEGER-LECOULTRE	7%		
TOTAL	47%	TOTAL	

LIMITED-EDITIONS			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
HUBLOT	22%	CARTIER	27%
ZENITH	11%	BLANCPAIN	13%
TIFFANY & CO.	11%	VACHERON CONSTANTIN	13%
CARTIER	11%	OMEGA	13%
TAG HEUER	9%	PANDORA	7%
TOTAL	62%	TOTAL	73%

NEW VERSION			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
BULGARI	13%	OMEGA	50%
JAEGER-LECOULTRE	12%	VACHERON CONSTANTIN	25%
TAG HEUER	10%	HUBLOT	25%
PANDORA	9%		
CARTIER	9%		
TOTAL	52%	TOTAL	100%

## COMMUNICATION

EVENTS			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
BULGARI	16%	CHOW TAI FOOK	20%
HUBLOT	14%	VACHERON CONSTANTIN	17%
CARTIER	11%	BULGARI	17%
ROLEX	8%	CHAUMET	9%
VACHERON CONSTANTIN	6%	BLANCPAIN	8%
TOTAL	53%	TOTAL	53%

DIGITAL			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
BULGARI	14%	CARTIER	19%
CARTIER	11%	CHOW TAI FOOK	13%
PANDORA	9%	BULGARI	13%
CHAUMET	7%	PANDORA	9%
TIFFANY & CO.	7%	BLANCPAIN	6%
TOTAL	49%	TOTAL	60%

CAMPAIGN			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
BULGARI	16%	CHOW TAI FOOK	17%
TAG HEUER	11%	BULGARI	15%
CHOW TAI FOOK	11%	TAG HEUER	12%
APM MONACO	9%	APM MONACO	11%
HUBLOT	9%	HUBLOT	9%
TOTAL	55%	TOTAL	63%

## RETAIL

NEW STORES			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
HUBLOT	14%	FRED	15%
FRED	10%	APM MONACO	13%
CARTIER	10%	ZENITH	11%
APM MONACO	9%	JAEGER-LECOULTRE	8%
JAEGER-LECOULTRE	7%	VACHERON CONSTANTIN	8%
TOTAL	49%	TOTAL	55%

POP-UP STORES			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
CARTIER	24%	VAN CLEEF & ARPELS	31%
VAN CLEEF & ARPELS	14%	CARTIER	16%
TIFFANY & CO.	11%	BULGARI	16%
BULGARI	11%	CHOW TAI FOOK	13%
JAEGER-LECOULTRE	10%	BLANCPAIN	6%
TOTAL	70%	TOTAL	81%

STORE RE-OPENING			
TOP 5: GLOBAL		TOP 5: CHINA	
BRAND	TOTALACTIVITY	BRAND	TOTALACTIVITY
CHAUMET	60%	CHAUMET	67%
FRED	20%	FRED	33%
TAG HEUER	20%		
TOTAL	100%	TOTAL	100%

# LET'S DISCOVER NEW POSSIBILITIES TOGETHER

VISIT OUR WEBSITE FOR MORE



# LUXURYNSIGHT

EMPOWERING DATA