

Chanel most desirable brand among Chinese affluents: report - Luxury Daily - Research

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Chanel's interlocking C's Exclusivity and desirability go hand in hand for China's wealthy, with the same brands ranked in the top five for both characteristics in a new study by Promise Consulting and BNP Exane. Hermès takes home top prize for exclusivity, which measures the consistent quality of goods, the brand's prestige, the valuation of the brand's customers and its ability to justify a high price point. Chinese consumers are generally becoming more sophisticated luxury consumers, making for tougher competition between labels for their attention and affection. Promise Consulting and BNP Exane's "Exclusivity and Desirability Barometer" surveyed 600 women among the top 3 percent of households in China in September 2015, asking them about the 30 brands across ready-to-wear, footwear, leather goods and accessories which have made the most investments in communication in ...

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