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Foreign Views

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1 2 3 4 5 6 7 8 9 10 ...

Chanel most desirable brand among
Chinese affluents: report

调查显示香奈儿是中国有钱人最青睐的品牌

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 the market. This is a follow-up to a survey of French women conducted in May 2015.

Ranking order

In exclusivity, Hermès indexes 162, placing it well above the average 100 of the top 15 brands. Aside from Prada, which placed fourth, the rest of the top five is dominated by French houses, with Louis Vuitton in second, Chanel following and Dior in fifth.

Full Story

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China through a foreign lens

As China continues to grab increasing media attention worldwide, our partner 观察者 runs a regular column to reveal what overseas media are saying about China and how they view the country's fast economic, social and cultural development.

中国崛起聚焦了世界的目光。上至高层动态，下至社会民生，中国的一举一动无不成为外媒烹调的材料。我们的合作伙伴观察者网为您带来中文深度阅读。

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