## Barometer Promise - BNP Exane "Exclusivity & Desirability" 2015: The Wealthiest Chinese Women Rank Luxury Brands



Press Release: Promise Consulting - Tue, Feb 2, 2016 9:00 PM SGT

PARIS, February 2, 2016 / PRNewswire / --

Some say that when China sneezes the rest of the world catches cold, but the biggest luxury brands are catching on in China, becoming the most exclusive and desirable ones in fashion according to the wealthiest Chinese women. Still, our ranking also reveals a stronger competition that is accentuated by the wealthy customers' increasingly stronger maturity. This barometer Promise Consulting / BNP Exane classifies the 15 most exclusive and desirable brands in China in the universe of feminine Fashion. This Barometer is conducted amongst the wealthiest Chinese women, and is about the 30 luxury brands in ready-to-wear/handbags/shoes/accessories that have invested the most in communication (source: Industry Interviews, Exane Paribas). Promise Consulting and BNP Exane already conducted the same survey amongst French women in May 2015 (http://bit.ly/1ESTZGu).

To view the Multimedia News Release, please click:

http://www.multivu.com/players/uk/7727851-exclusivity-desirability-luxury-brands/

"This barometer in association with BNP Exane reflects our determination to move closer to the marketing and cross-section financial analysis. Our Monitoring Brand Assets® approach itself features very complementary analyzes with those conducted by BNP Exane's experts. Hence, the obtained results from our joined barometer are based on two different angles of expertise, marketing and financial, which brings a unique added value to the managers and decision-makers inthe Luxury sector. More concretely, our measure of the exclusivity of a brand takes into account the upper and more constant quality of products, the strong and unique valuation of the customer, the brand's prestige, but also a matchless "savoir-faire" that justifies a very high price premium associated with top luxury. Finally, our measure of desirability synthesizes the dimensions of attractiveness of an intimate, social and symbolic nature, which are the strengths of exclusive brands, and characterize the particular relation that they maintain with their customers. In this respect, our Barometer synthesizes, in two proven scales, the numerous criteria to establish a ranking between the high-end brands from their customer's point of view," states Pr. Philippe Jourdan, Promise's CEO.

To read the BNP Exane - Promise Consulting research document and download a PDF version, click below:

http://bit.ly/1k7ayfv

To download the infographics: http://bit.ly/1WxigeB

Press relations - Wellcom Agency Esthel Joubert-Gaillard - Sonia El Ouardi ejg@wellcom.fr - se@wellcom.fr +33(0)1-46-34-60-60

(Photo: http://photos.prnewswire.com/prnh/20160201/328016)

Video:

## LATEST VIDEOS





U.S. Employers Add 242K Jobs in February

Former Brazil President Lula





The Rise and Fall of American Growth:

Enormous Changes in Growth to the U.S.

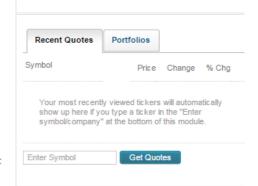
Other videos »

## TOP STORIES

called 'the worst embarrassment in the name of horizontal ... Business Insider

- US jobs machine rebounds: 242,000 new jobs in February AFP
- India takes on US at WTO over work visa rules
- Global stocks, dollar rise after strong US jobs report Associated Press

More »



## SINGAPORE »

- Hedge Fund That Beat 98% of Peers Says Buy in Vietnam, Not China
- Malaysia Sets Strict Limits to View State Fund Audit Report
- Nomura, UOB Said to Mull Bids for Barclays Asia Wealth Unit
- · Residential land prices down 5.8% in 2015
- Singapore toughens aircraft tracking rules ahead of MH370 anniversary
- Singapore developers buoyed by Chinese demand
- SIA's offer for Tigerair shares draws to a close
- Struggling Noble Group kicked out of benchmark Straits Times Index
- Chart of the Day: Virtually zero jobs were created for locals in 2015