

# Luxury Industry Insights & Best Practices

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August 2023



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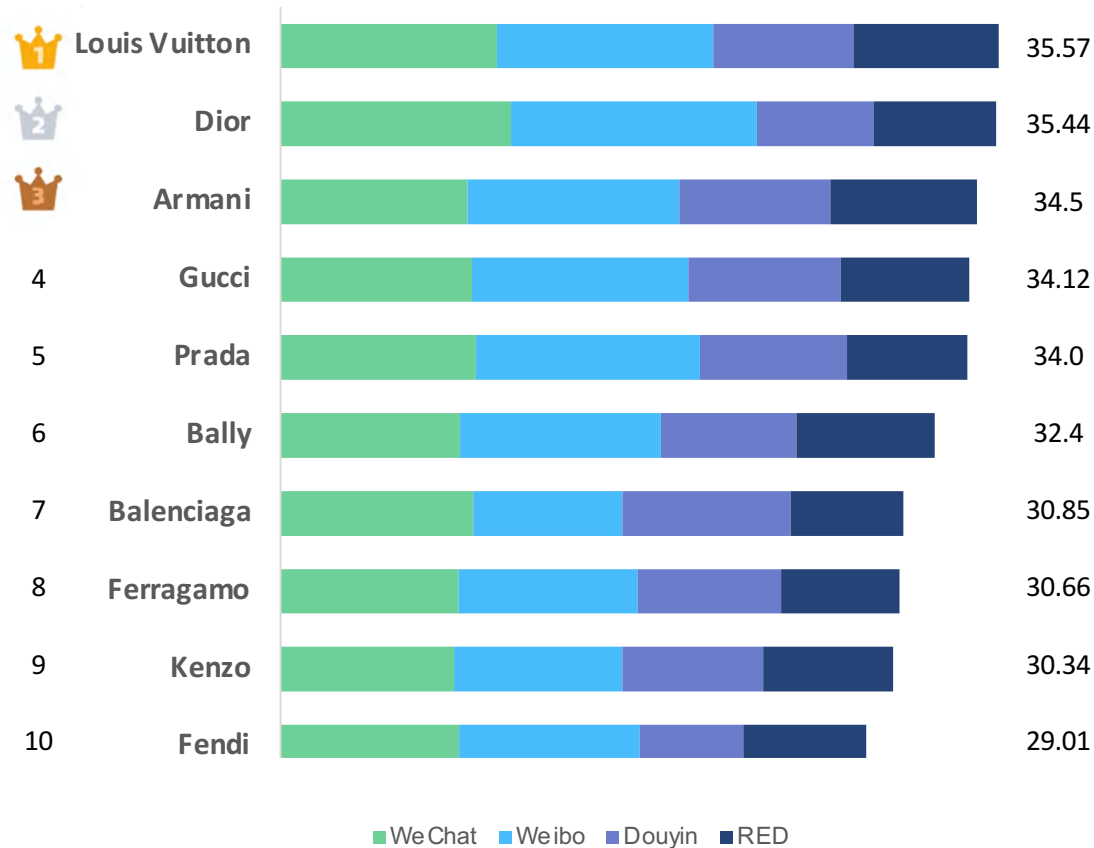
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# Luxury Industry Trends

## Curio Eye™ Brand Index: Top 10 best performing brands

\*Powered by Curio Eye data, our **Curio Eye™ Brand Index** provides a comprehensive overview to quickly understand the brands' overall performance (fanbase growth, number of posts, and engagements) across major China social channels: WeChat, Weibo, Douyin, and RED.



## Behind the Data .....

The Top 3 best-performing brands in July were **Louis Vuitton**, **Dior**, and **Armani**.

**Louis Vuitton** regained the top position with House Ambassadors Zhou Dongyu, Victoria Song, and Liu Yifei gracing the cover of ELLE's September issue, showcasing the Louis Vuitton 23FW women's collection. The brand also relaunched the GO-14 Bag and enlisted Emma Stone, HAIM, Jin Chen, and Amber Liu to showcase its versatile styles.

**Dior** gained significant engagement by designing costumes for China Ambassador Liu Yuxin's tour. The brand also unveiled its Winter 2023 Men's Collection, featuring China Brand Ambassador Arthur Chen and Chinese singer-dancer Lay Zhang.

**Armani** featured Rikimaru to showcase the Emporio Armani 23SS Collection. Additionally, the brand released its FW23 collection and enlisted the participation of celebrities like Jackson Yee, Song Zu'er, and Song Weilong for advertising videos.

**Gucci**, **Prada**, **Bally**, **Balenciaga**, **Kenzo**, and **Fendi** attracted attention through various Qixi campaigns and the launch of new collections.



## CURIOSITY SPOTLIGHT



**Self-fulfillment** ranked **3<sup>rd</sup>**  
following design and classic  
style among luxury purchase  
factors and increased 1  
position vs 2022 <sup>1</sup>

According to the “Qixi Consumption Observations” report released by JD, pre-festival consumption trends indicate significant growth in sales of jewelry, with a remarkable 90% increase in sales of jade and gold jewelry. Among the sub-categories - luxury bags, beauty gift boxes, and gold bracelets experienced an impressive surge of nearly 100%. Giftgiving culture and self-indulgence play a significant role in driving the increased demand for luxury products.

As the Qixi Festival marketing has shown significant homogeneity, brands are persistently exploring new marketing scenarios and platforms. E-commerce platforms are introducing a wide range of activations, combined with new technology to create new paths for luxury brands to expand their growth and reach a wider audience.



Over **1,000** Qixi limited-edition luxury  
products were premiered at Tmall.

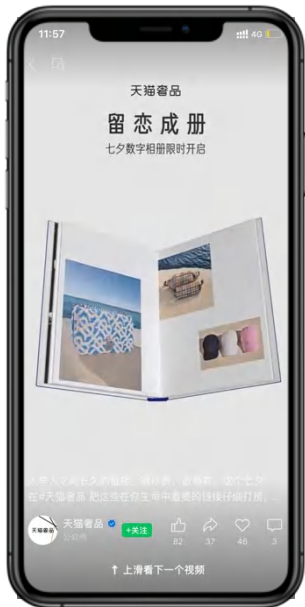
Over **200** luxury brands have opened online  
stores on Chinese e-commerce platforms.<sup>2</sup>

<sup>1</sup> TMI, 2023

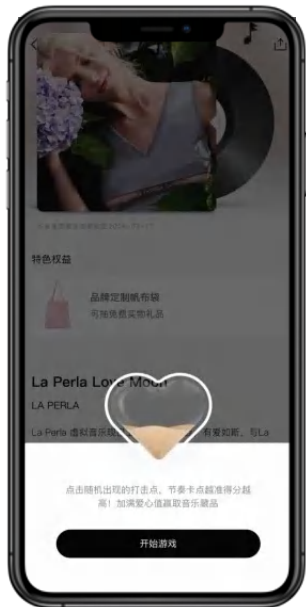
<sup>2</sup> Tmall, 2023

## Tmall – Technology-Empowered Digital Interactive Activations & Gifting Experience

- **3D Gift Card:** Tmall offered personalized 3D gift cards that incorporate brand elements with tech modules to present an immersive experience that allow consumers to express their gifting messages while interacting with the brand.



▲ Digital Album



▲ Digital Music



▲ How to build a 3D gift card

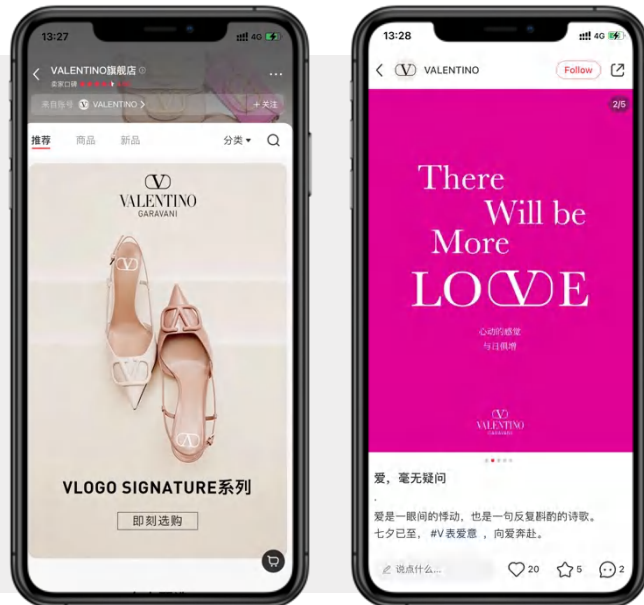
- **Digital Album:** Several brands such as Burberry, Bally, Tory Burch created digital photo albums for customers.
- **Digital Music:** La Perla also released an exclusive digital music for Qixi at its Tmall flagship shop, allowing consumers to interact with the brand's version of the "Rhythm Master" game for a virtual music experience and redeem the brand gifts.
- **3D+AR:** GUCCI Tmall flagship store supports viewing handbags in 3D and AR virtual try-on function.

## JD.com – Collaborations with Brands and Enriched Brand Experiences

- During the 2023 JD Qixi Gift Season, luxury brands such as Gucci, Valentino Beauty, Dior Beauty, Prada Beauty, and De Beers joined JD.com. As of now, JD.com has become one of the companies with the highest number of collaborations with luxury brands worldwide.
- JD.com has partnered with Gucci to create an immersive shopping experience that aligns seamlessly with the brand's image and philosophy. Leveraging its digital technology capabilities, JD.com integrates AR, VR, 3D applications, and supports interactive user experiences such as 360° product viewing and online try-on for a more engaging shopping journey.



▲ Gucci & Gucci Qixi exclusive offer on JD



▲ Valentino

## RED – An Emerging Platform for Luxury Brands to Venture into

- Valentino launched the "VLOGO FOR LOVE" collection during Qixi and for the first time, Valentino opened a Qixi pop-up store on RED, where the collection will be available for sale from July 25 onwards.
- Van Cleef & Arpels launched live stream for the first time in brand history on August 5, inviting fans to explore the "Poetry of Time" limited-time space. The live-streaming was available on RED, WeChat channel as well as Tmall official flagship store.

With tourism picking up in the post-epidemic era, August saw a number of luxury brands including Rolls-Royce, GIVENCHY, Lamborghini, and Georg Jensen collaborating with upscale hotels to launch co-branded afternoon teas, reflecting the aspiration of luxury brands to cater to the high-net-worth customer segment.



## Rolls-Royce x Regent Chongqing

Rolls-Royce has partnered with Regent Chongqing to launch a co-branded afternoon tea and held a media tasting event to mark this collaboration. Limited to five sets per day, this exclusive offering emphasizes the luxury's rarity while providing a glimpse into the forthcoming unveiling of Rolls-Royce's first fully electric motor car, Spectre, in Chongqing.



## GIVENCHY x JW Marriott Beijing

GIVENCHY and JW Marriott Beijing have joined forces to unveil the GIVENCHY Sparkling Wine Co-branded Afternoon Tea. RINA IANCA x GIVENCHY sparkling wine draws inspiration from haute couture dresses, and its limited global release highlights its precious and unique qualities. This collaboration creates a high-fashion gastronomic masterpiece infused with French romance.

## CURIOSITY SPOTLIGHT

- Luxury brands and high-end hotels share a mutual customer base, characterized by similar consumption patterns and concepts. By collaborating on co-branded afternoon teas, luxury brands can effectively expand their reach among high-net-worth customers.
- The launch of co-branded afternoon teas with upscale hotels allows luxury brands to extend their brand experience. This collaboration serves to reinforce the perception of luxury and sophistication in the minds of their customer base, effectively conveying the brand's positioning.



## CURIOSITY SPOTLIGHT

The Dopamine Style craze that captivated the summer is slowly being replaced by Maillard Style, emerging as the prevailing trend for the autumn and winter seasons.



@GQ Lab Maillard Style  
fashion show on Douyin



@GQ Lab x celebrity Chen  
Linong Maillard Style

### What is Maillard Style?

The term “Maillard” originates from the culinary process known as the Maillard Reaction, which refers to the browning of food during cooking. So, the Maillard Style predominantly features neutral tones such as beige, grey, and brown, similar to the popular earthy color palette of previous autumn/winter seasons, incorporating reds and bright hues.

### How is Maillard Style gaining popularity?

On August 6th, @GQ Lab debuted a grand fashion show on Douyin, introducing the concept of Maillard Style for the first time. With the promotion and endorsement by celebrities like Chen Linong and Wen Yongshan, as well as several KOLs/KOCs, coupled with targeted advertising efforts on Douyin, the Maillard style quickly gained traction and became a sensation. “Maillard Style” gained around 174k social posts across WeChat, Weibo, RED, and Douyin platforms in August.

The popularity of the Maillard Style indicated the aspirations and endeavors of Douyin to become a trendsetting platform in the fashion industry.



## Maillard Style Application:

- Numerous brands have unveiled their latest autumn/winter collections, featuring the trendy Maillard Style in their fashion shows, like Hermès, Max Mara, etc.
- Maillard Style has become a prevalent theme across various content types, including mix & match inspiration, makeup tutorials, and photography styles, creating a buzz among influencers and trendsetters. Leveraging Maillard Style keywords in brand content can help capture consumer interest and engagement.



Hermes FW23 women's wear show



Miu Miu FW23 women's wear



Versace leverage "Maillard Style" keywords for product description on RED



Max Mara sales leverage Maillard Style to promote products on RED



3CE official account applied Maillard Style



## ▣ **Brand Highlights**

\*Based on the Top 10 best performing brands of Luxury Industry Trends

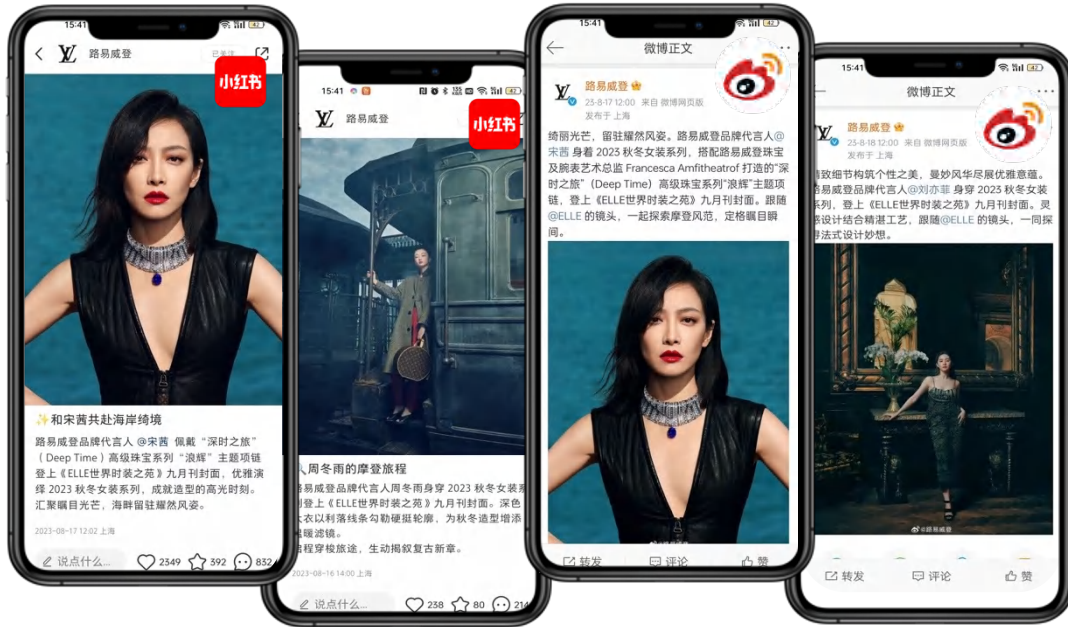


- Celebrities Rock Louis Vuitton on the Cover of ELLE– 427k+ engagements



## Highlights:

In August, an array of celebrities dressed in Louis Vuitton 23FW women's collection, landing on the cover of the September issue of ELLE. On August 16th, Louis Vuitton House Ambassador Zhou Dongyu graced the cover, showcasing the collection. On the 17th, the House Ambassador Victoria Song showcased the collection, accentuated by the "Wave" theme necklace from the "Deep Time" collection. On the 18th, the House Ambassador Liu Yifei radiated the allure of French design on the cover of the same collection.



- Louis Vuitton Relaunch of GO-14 Bag – 355k+ engagements



## Highlights:

This fall, Nicolas Ghesquière celebrated a decade of his tenure at Louis Vuitton and revisited the GO-14 bag this season. Louis Vuitton House Ambassador Emma Stone, American rock band HAIM, and celebrities like Jin Chen, Amber Liu, etc. have showcased the versatile styles of this bag.





- Dior Design Customs for Liu Yuxin's Tour – 7.8M+ engagements



### Highlights:

On August 12, Dior ambassador in China Liu Yuxin, launched her solo "XIN LIU 2023 XANADU TOUR" at Guangzhou's Baoneng Qoros Cultural Center, in a custom designed by Dior Creative Director Maria Grazia Chiuri.



- Dior Winter 2023 Men's Collection – 210k+ engagements



### Highlights:

Dior unveiled its Winter 2023 Men's Collection and collaborated with photographer Rafael Pavarotti to launch a new advertising campaign. In addition to Dior's China Brand Ambassador Arthur Chen showcasing the garments, on August 25th Chinese singer and dancer Lay Zhang made an appearance, wearing pieces from the collection, at the second season of the Young Director Support Program.



- Rikimaru Featured in Armani SS23 Collection – 616k+ engagements



### Highlights:

In August, Rikimaru showcased the Emporio Armani SS23 Collection, which generated significant attention. On the 11th, he graced the pages of ESQUIRE Fine September, flaunting the collection's timepieces and accessories.



- Emporio Armani FW23 – 291k+ engagements



### Highlights:

In August, Emporio Armani released its FW23 collection including apparel, eyewear, and accessories. The brand also enlisted the participation of Global Ambassador Jackson Yee, Watch and Jewelry ambassador Song Zuer, and Song Weilong to showcase the new products and star in advertising videos. Additionally, celebrity Xu Weizhou made a stylish appearance wearing pieces from the FW23 collection at an event.





- Gucci Qixi Campaign- 2.5M+ engagements



**Highlights:**

Gucci continued to promote the Qixi collection and campaign, featuring a comprehensive range of apparel, footwear, handbags, and beauty products. Actress Bai Lu and actor Lai Guanlin showcased the collection by gracing the covers of "SoFigaro" and "NYLON" magazines' August issues respectively. In addition, the Brand Ambassador Wen Qi, Luhan, and actor Zhou Keyu also embody the essence of the collection.

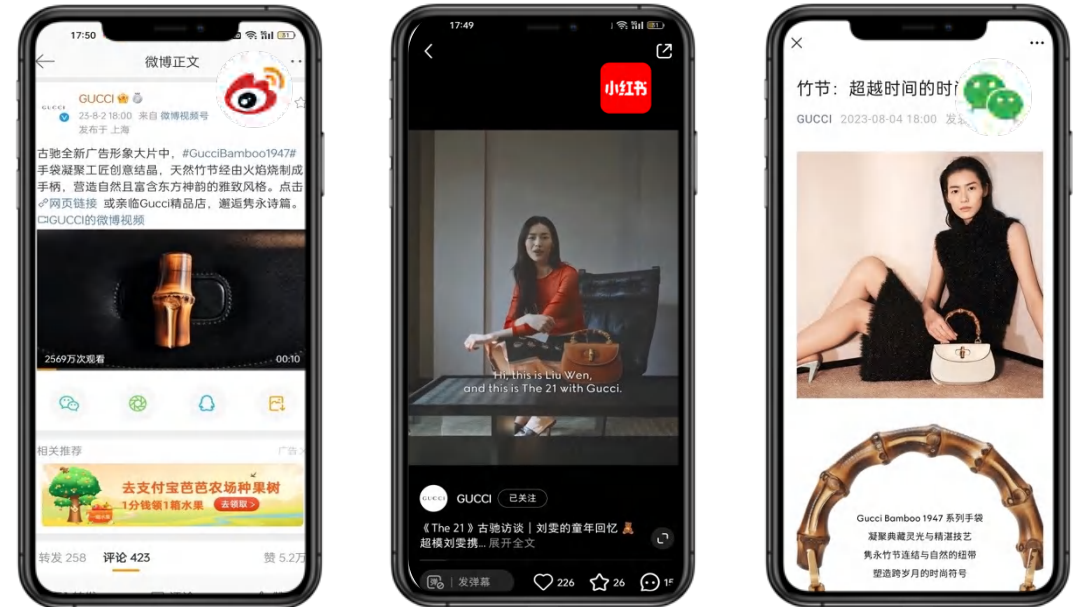


- Gucci Bamboo 1947 Handbag- 130k+ engagements



**Highlights:**

On August 2nd, Gucci released the Bamboo1947 advertisement which shined with the iconic bamboo handle, featuring model Liu Wen in a captivating performance. Additionally, on August 7th, Liu Wen appeared with the Gucci Bamboo1947 handbag in "The 21" Gucci interview.





- Prada FW23 Collection – 1.2M+ engagements



### Highlights:

Prada unveiled the FW23 Collection which is inspired by floral motifs, showcasing a delicate aesthetic. Prada Ambassador Li Xian starred in the collection's campaign video and graced the covers of WSJ. and T magazines, showcasing the captivating collection.

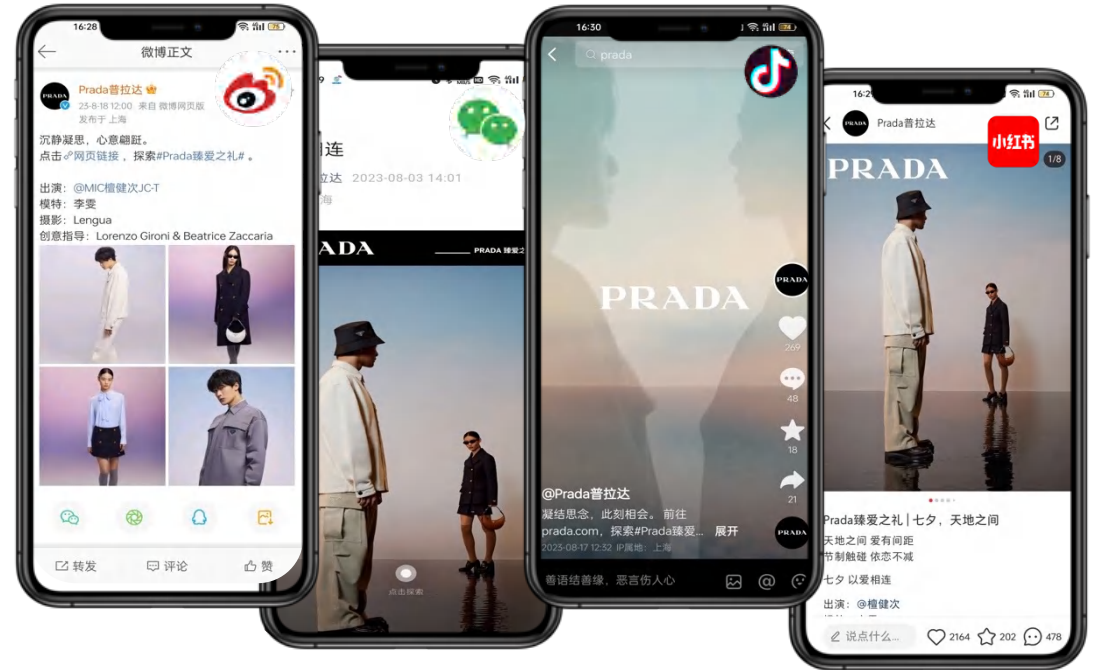


- Prada Qixi Advertising Campaign – 1.1M+ engagements



### Highlights:

Prada unveiled the Qixi advertisement, starring the actor and singer Tan Jianci, as well as model Li Wen in a captivating portrayal, presenting exquisite collections of apparel, handbags, and jewelry. Directed by Lorenzo Gironi, the film captured the essence of distance and closeness, separation, and reunion between lovers, sparking positive reactions and garnering immense attention (16M+ views).



- Bally Qixi Campaign – 465k+ engagements



### Highlights:

Bally continued to promote the Qixi collection and launched a Qixi offline campaign on August 19th-20th. During this period, customers that visit specific boutiques have a chance to receive a leather bracelet. Additionally, a plethora of celebrities also dressed in the collection, including new Global Brand Ambassador Roy Wang.

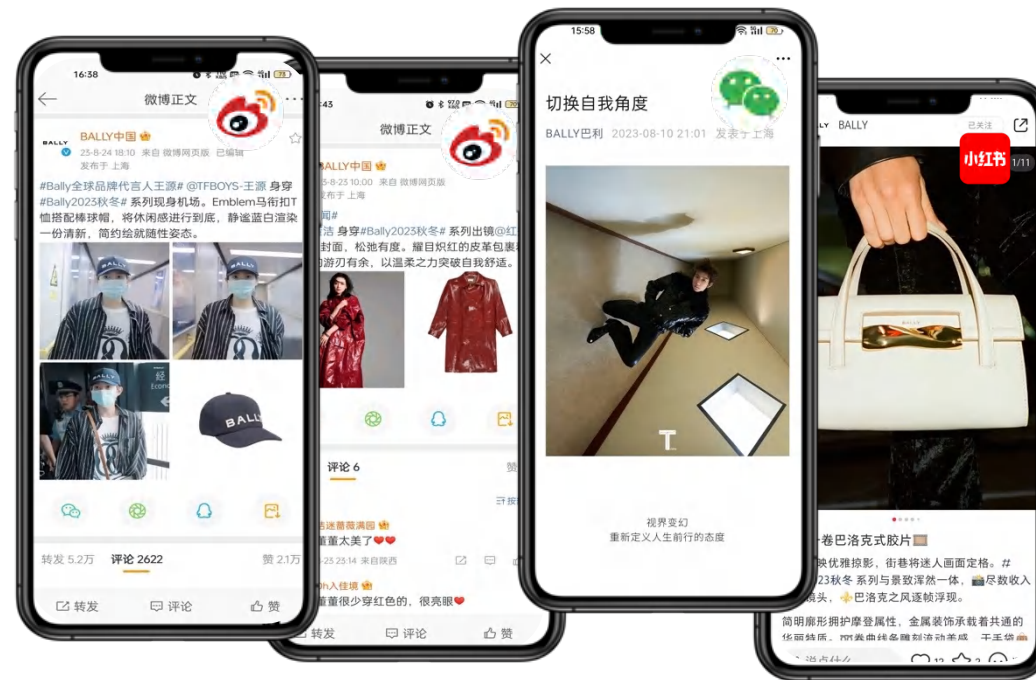


- Bally AW23 Collection – 152k+ engagements



### Highlights:

In August, numerous celebrities embraced the Bally AW23 collection, garnering social attention. On the 24th, Bally Global Brand Ambassador Roy Wang made a casual airport appearance, showcasing a collection T-shirt and baseball cap, radiating a relaxed and stylish aura. Actress Dong Jie, Wen Yongshan, and actor Justin Huang also displayed the collection in various photoshoots and events.

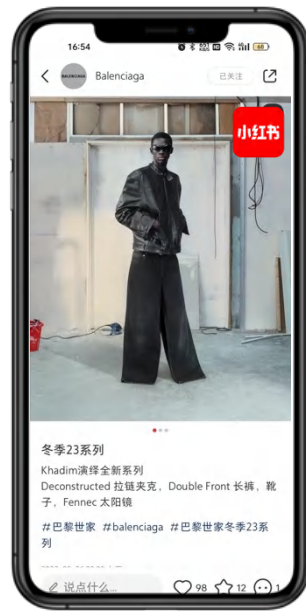
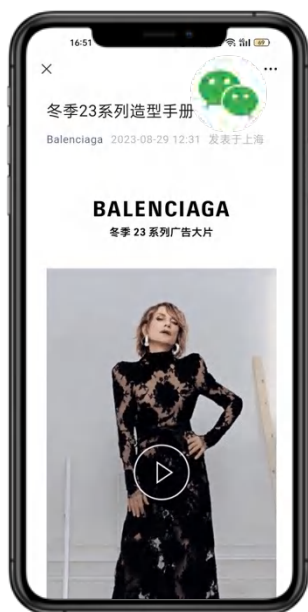


- Balenciaga Winter 2023 Collection – 96k+ engagements



### Highlights:

Balenciaga launched its winter 2023 collection and captured it in an advertising campaign, showcasing the brand's birthplace and the contrast between the past and future through captivating visuals. The campaign starred Isabelle, Khadim, Aki, and Litay individually embodying different pieces from the collection.



- Balenciaga Qixi Campaign – 61k+ engagements



### Highlights:

Balenciaga continued to promote the Qixi Collection, where the Iconic Hourglass Bag drew attention with its abundant satin bow embellishments. Additionally, Balenciaga launched a limited edition Qixi emoji set and entertainment videos.





- Ferragamo Pre-fall 2023 Collection – 114k+ engagements



### Highlights:

Ferragamo launched Pre-fall 2023 collections designed by creative director Maximilian Davis. Celebrities including Ferragamo global brand ambassador Jenó Lee, actor Wu Yuheng, actress Li Yitong, and singer Zhou Jieqiong showcased the collection's exquisite garments.

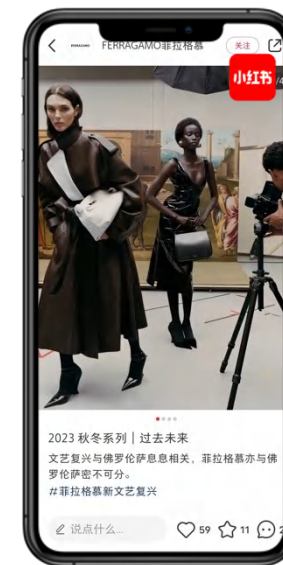


- Ferragamo FW23 Collection – 47.6K+ engagements



### Highlights:

Luxury house Ferragamo unveiled its FW23 campaign titled New Renaissance. Creative director Maximilian Davis mixes his sensual, elegant, and sophisticated ready-to-wear, shoes, and bags into a tapestry of classic artworks from the 15th and 16th centuries, emphasizing both the spirit of the Renaissance and the opulence of the twenty-first century. The collection's exquisite garments were modeled by celebrities including actor Wei Daxun, singer and actor Lay Zhang, and actress Shu Qi.



- Kenzo SS24 Repeat Fashion Show in Shanghai – 64k+ engagements



**Highlights:**

Kenzo’s artistic director Nigo presented his first show in China, held on July 28th by the Huangpu River. The decision to showcase the spring 2024 collection in Shanghai aimed to evoke an “East meets West” fusion, following its initial unveiling on the Passerelle Debilly in Paris. Inspired by Japan’s 1970s City pop genre, the collection featured modernized Kimonos, wrap trousers, pleated elements, and Nigo’s signature denim looks. Celebrities like Tan Jianci, Chen Linong, and TWINS were invited to the show.



- Kenzo Qixi Campaign - 31k+ engagements



**Highlights:**

Kenzo launched a range of engaging Qixi activities to connect with Gen-Z, including a time-limited RED topic called “KENZO心花样”. Users were encouraged to share heart poses with friends or partners under this topic, with the top 12 most-liked posts receiving special gifts from Kenzo. Celebrities like singer Chen Linong, singer Sdanny Lee, actor Xu Weizhou, and actor Tan Jianci shot promotional videos showcasing their heart poses.

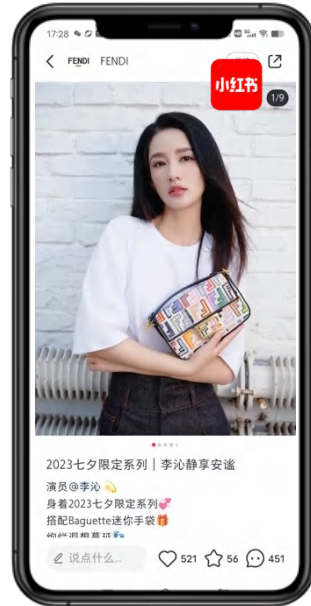


- Fendi 2023 Qixi Capsule Collection - 92+ engagements



**Highlights:**

Fendi presented an exuberant capsule collection in celebration of Qixi, channelling romantic joy and innocence through vibrant colors and playful reinterpretations of its iconic designs. Celebrities like Fendi brand ambassador Xu Kai, singer and actress Cheng Xiao, and actress Li Qin, etc. showcased the collection's garments.



- Fendi FW23 Men's Collection – 85k+ engagements



**Highlights:**

Fendi FW23 Men's Collection exemplifies the brand's distinctive inclination towards subversive classicism. By blurring the lines between hardcore style and new aesthetics, it pushes the boundaries and opens up fresh possibilities for contemporary fashion choices. Brand Ambassador Greg Hsu, actor Wei Daxun were featured in fashion magazines wearing the collection's garments.





❑ **Campaign Best Practices**



## OVERVIEW

Van Cleef & Arpels recently showcased its watch collections in the "Poetry of Time" exhibition at Beijing's National Gymnasium from August 7 to August 23. The exhibition featured seven thematic spaces that revealed the captivating story of the brand and its timepieces. With over 280 iconic Van Cleef & Arpels watches and jewelry pieces on display, visitors were immersed in the philosophy of the renowned jeweler's Haute Horlogerie.

### Enhancing Online Live-streaming

On August 5, Van Cleef & Arpels introduced a live-streaming tour of the limited-time experience space "Poetry of Time" at its Tmall flagship store. This marked the brand's first-ever live-streaming event worldwide and the inaugural presentation for the temporary experience space. Viewers could reserve their spot to watch the live stream on Tmall or the official WeChat Mini-P. Additionally, targeted patch ads were displayed in individuals' WeChat moments. The live streaming attracted an impressive total of 138k viewers and received 57k likes, showcasing a significant surge in popularity.

### Delightful Immersive Offline Experience

Visitors at the offline exhibition space can explore the brand's history and masterpieces through guided explanations in seven themed rooms. They can receive customized flower bouquets and postcards, provided by the brand, as special souvenirs. Interactive games add to the immersive experience. During dinner, professional ballet dancers perform the romantic tale of Pont des Amoureux in the "Love Story of Time" space.



## CURIOSITY SPOTLIGHT



- **Why live-streaming?** The relationship between luxury and live streaming continues to evolve. Live streaming offers high interactivity, aligns with the consumption habits of young people, and serves as a rapid means to engage with users compared to traditional e-commerce and offline stores. It allows brands to break geographical restrictions and convey their culture through innovative scenes and live-stream methods, such as virtual store visits and fashion shows. Many brands opt for Tmall or WeChat as their platform of choice for live-streaming brands' events. Beyond boosting sales, store live streams aim to enhance user engagement and loyalty.
- **Why create an experience space for watches?** For Van Cleef & Arpels, offline spaces serve as crucial avenues to connect with the younger generation alongside online channels, even if they may not be current customers who can afford Van Cleef & Arpels timepieces. Rather than seeking immediate conversions, the brand aims to forge deep experiential connections and offers a warm welcome for young customers to choose their own Van Cleef & Arpels pieces when they are ready. This approach necessitates telling a "consistent" story that unfolds over an extended period, allowing the brand to build lasting relationships with its audience.



## ❑ Curiosity Showcases



## Summary:

Curiosity launched the CVD campaign for the luxury shoe brand in a self-rewarding theme which has built a strong linkage between product and target audience. The "self-rewarding" theme was communicated in unified copy and visuals, as well as 4 trendy KOLs' video & image in RED. Thus, enlarging the awareness for both the limited-edition products and the brand.





## Summary:

Christian Louboutin announced the new brand ambassador Esther Yu in China and launched the CVD Campaign. CuriosityChina operated premium ad placements on WeChat, Weibo, and Red. Additionally, CuriosityChina also created Esther's stickers that matched the CVD vibe to drive social buzz.



Esther's stickers





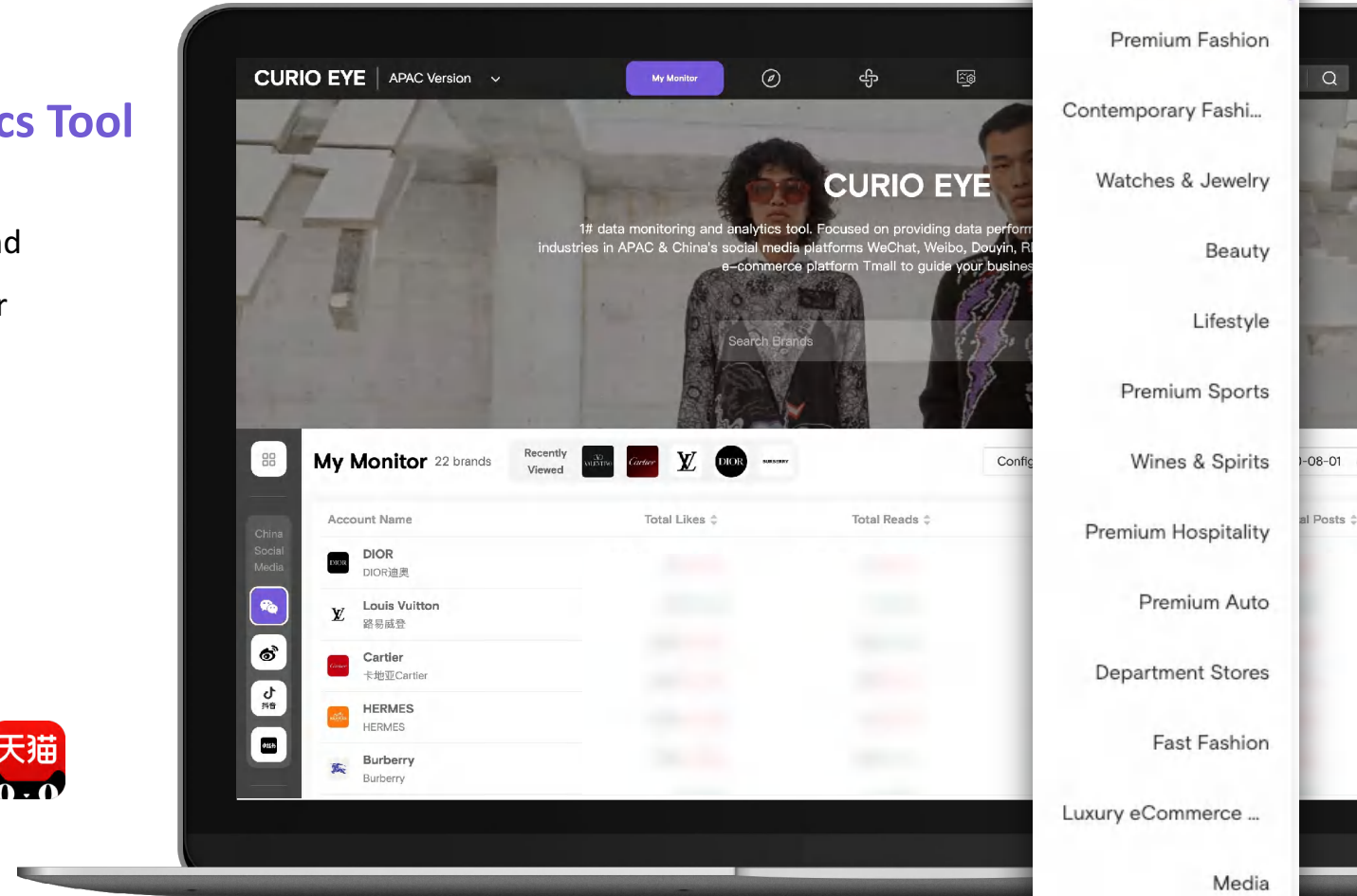
## 1# APAC Social Media & eCommerce Analytics Tool

Focus on providing data performance and insights into brands and industries in APAC & China's social media platforms to guide your business forward

9 Channels

15 Industries

2,700+ Accounts Referenced



- Luxury Fashion
- Premium Fashion
- Contemporary Fashi...
- Watches & Jewelry
- Beauty
- Lifestyle
- Premium Sports
- Wines & Spirits
- Premium Hospitality
- Premium Auto
- Department Stores
- Fast Fashion
- Luxury eCommerce ...
- Media
- KOL & Celebrity







## WHAT WE DO

We support our clients' market entry strategy and provide 360-degree integrated digital solutions with commercial consulting expertise.

- 1 Digital Strategy & Social Listening**  
Branding/Content/Platform/KOL Strategy/Intelligence Services
- 2 Brand Creative Content**  
Engage with the Chinese luxury fashion audience across social channels
- 3 Social Commerce & SCRM**  
Ecommerce solution on TMALL/ JD/ WeChat Mini-Program
- 4 Media Buy & Event**  
Media buy for branding- and performance-driven event planning & execution



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If you have ever wondered how to expand your business in China, how to engage with Millennials in China through an omni-channel approach, or needed insight through social listening and get to know more about how industry players are doing in China, get in touch with us via Email ([curiositychinabyfarfetch@farfetch.com](mailto:curiositychinabyfarfetch@farfetch.com)) or WeChat account for more conversations!

## Industry & Retail

- [The "Qixi Consumption Observations" report released by JD Research Institute for Consumption and Industrial Development](#)
- [Young Chinese women embrace oversized men's clothes trend for body positivity](#)
- [Scents of style: China's 2023 boom in luxury home fragrances](#)
- [Pretty in pink: What China's Barbie-mania tells us about the nation's rising 'she economy'](#)
- [China's retail sales maintain stable growth in July](#)

## Social & Ecommerce Platforms

- [RED organized the "The Buyer's Time Has Come" theme forum during the Link E-commerce Partner Week in Shanghai](#)
- [JD.com Announces Second Quarter and Interim 2023 Results](#)
- [SENER has announced the completion of its B+ round of financing and the investment comes from RED.](#)

## Technology & Innovation

- [Taobao to arm apparel retailers with AI technologies](#)
- [Tencent to start internal testing of metaverse social app M8](#)

## Key Players

- [Gucci launches flagship store on JD platform](#)
- [Fendi Casa unveils inaugural China flagship store](#)
- [At the 2023 Chengdu International Auto Show, artist Ding Yi used paintings as a Taycan Turbo S to endow it with individual charm](#)
- [Valentino bets on the pink cult in China via food collaboration](#)



# THANK YOU!

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