

Luxury Industry Insights & Best Practices

September 2023



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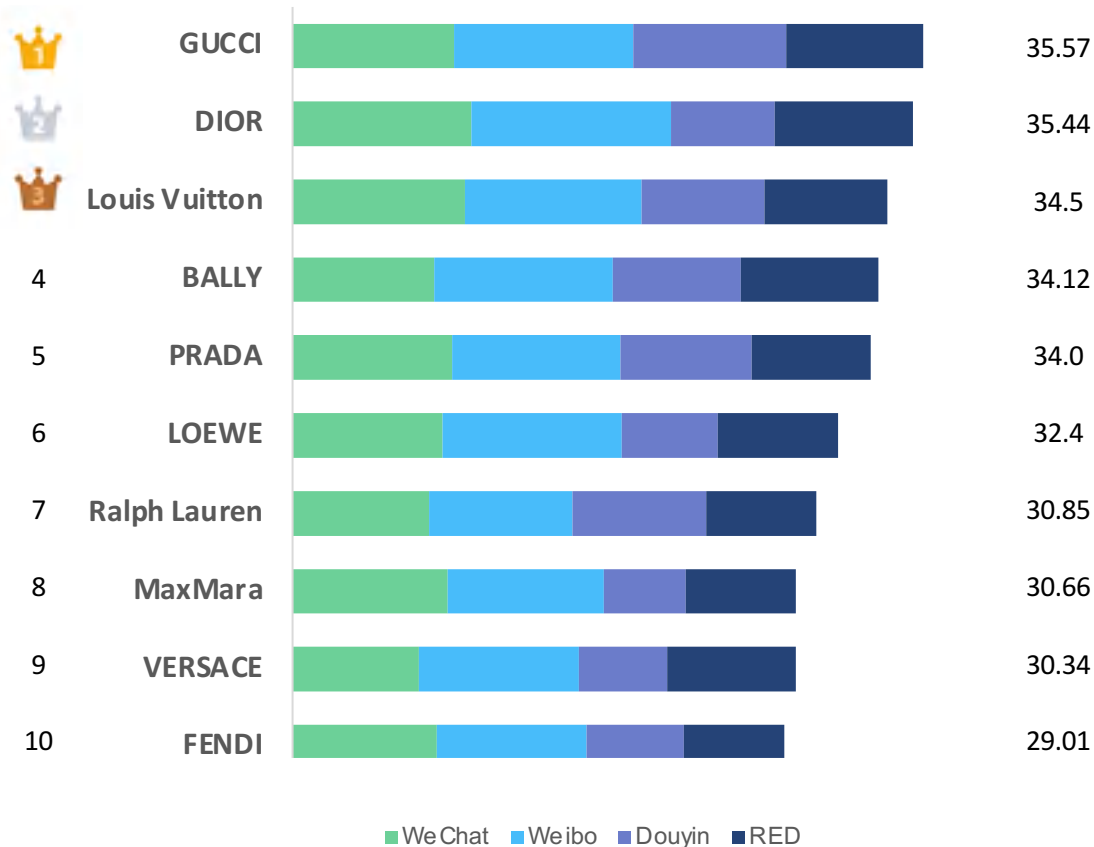
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Luxury Industry Trends

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 September were **GUCCI**, **Dior**, and **Louis Vuitton**.

GUCCI regained the top position with Ancora Fashion Show, showcasing the debut of the newly appointed Creative Director, Sabato De Sarno, and enlisted the support of numerous celebrities, including Chris Lee, Xiao Zhan, Lu Han, and Ni Ni.

Dior gained significant engagement by unveiling the SS24 Ready-to-Wear Runway Show. The brand also unveiled its new pieces in the ROSE CÉLESTE collection, featuring China Brand Ambassador Liu Yuxin.

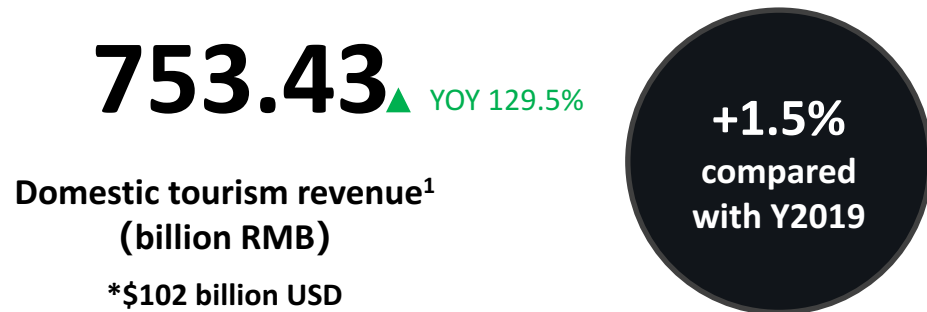
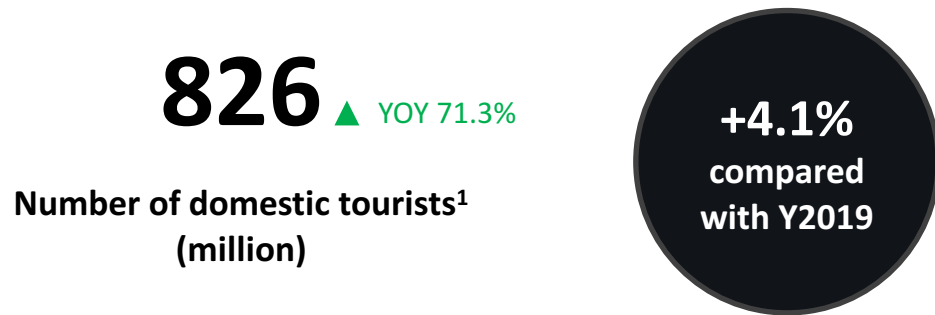
Louis Vuitton FW23 collection and SS24 men's collection have been showcased on Weibo Music Awards. Additionally, the brand captivated audiences with the release of two remarkable travel vlogs, featuring football player Zhao Lina and House Ambassador Dylan Wang.

Bally, **Prada**, **LOEWE**, **Ralph Lauren**, **VERSACE**, and **Fendi** attracted attention through the SS24 show, while **MaxMara** launched the Teddy Bear Icon Coat Tenth Anniversary.

Mid-Autumn and National Day Festivals Ignited Spending Spree (1/3)

- The **domestic tourism** market has recovered to the level of 2019, with Hainan's duty-free zone continuing to perform well. During the 2023 Mid-Autumn Festival and National Day holiday, there was a significant year-on-year increase in the number of domestic tourists.
- **Outbound tourism** has also shown rapid growth, although it has not fully returned to the level of 2019. However, this trend is expected to inject vitality into the overseas consumer goods market.

During the Mid-autumn and National Day holidays of 2023 (29th Sep – 6th Oct)



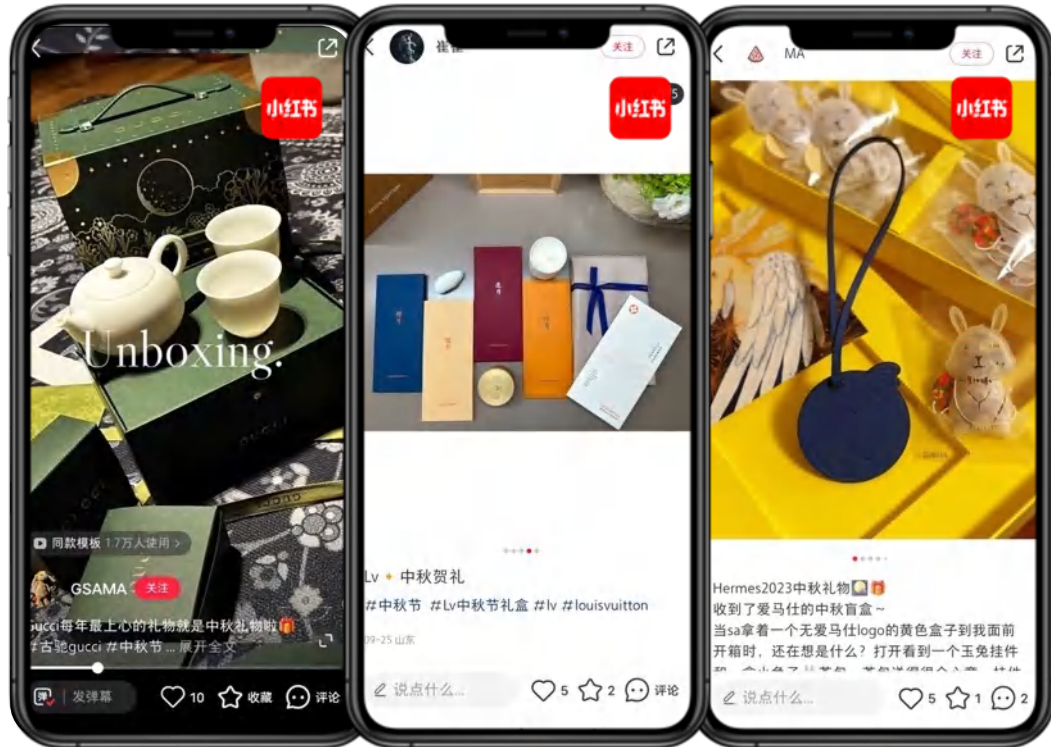
References:

^{1,3}China Tourism Academy; ²National Immigration Administration; ⁴Haikou Customs

Luxury brands leverage the Mid-Autumn Festival, a culturally significant event in China, as a way of localization to honor traditions, strengthen brand loyalty, enhance brand image, and foster closer relationships with local customers. As part of their efforts, luxury brands often offer gift boxes to VIP customers and important partners. Similarly, luxury hotels provide high-end mooncake gift boxes as an exquisite gift option during this festival.

Embracing Chinese Culture: Luxury Brands' Exquisite Mid-Autumn Gift Boxes

Brands like **Gucci**, **Louis Vuitton**, and **Hermès** have thoughtfully incorporated traditional Chinese elements into their brand DNA, resulting in Mid-Autumn Gift Boxes that exude authenticity and exquisite craftsmanship, which reflects the brands' strong commitment to embracing Chinese culture and resonating with local customers.



Blend of Chinese Tradition and Global Flavors: Luxury Hotels' Mooncake Gift Boxes

Luxury hotels like **Aman** and **Ritz-Carlton** have introduced exquisite mooncake gift boxes that artfully blend Chinese traditional culture with international flavors. These meticulously crafted offerings not only pay homage to local customs but also serve as a strategic approach to increase brand awareness within the local market.

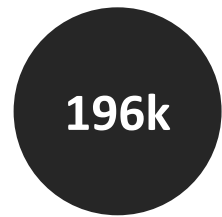


During the Golden Week holiday, both domestic and international shopping villages, hotels, airlines, and even cities like Abu Dhabi are actively organizing events to attract Chinese consumers.

During the holiday season, **Bicester Village Suzhou** and **Bicester Village Shanghai** partnered with major luxury brands to offer enticing discounts, aiming to attract tourists and boost shopping consumption. Remarkably, on October 1st, Bicester Village Suzhou achieved its highest single-day sales record since its opening¹.

- Abu Dhabi has demonstrated a strong commitment to attracting affluent Chinese tourists, exemplified by the recent **appointment of actress Liu Yifei as the tourism ambassador**.
- Luxury hotels in Abu Dhabi went the extra mile with **Rosewood Abu Dhabi** offering up to 25% discounts on guest rooms, and **Emirates Palace Mandarin Oriental** launching promotions lasting until the end of the year.

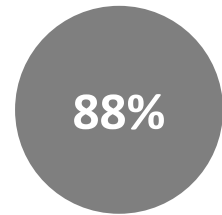
On September 25th, the day of the official appointment announcement:



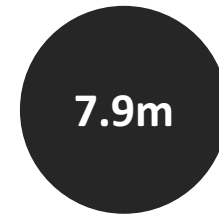
Engagement on Abu Dhabi
Tourism and Culture
Authority's Official Weibo
Account



Social Buzz



Proportion of Buzz
Generated by Liu
Yifei



Views of the
Promotional Video
Featuring Liu Yifei on
Weibo²



References:

¹Suzhou Publish; ²Dao Insight: Chinese actress becomes tourism ambassador for Abu Dhabi

In August and September, luxury brands like Dior, Armani, Christian Louboutin, Jaeger-LeCoultre, and Off-White provided specially tailored garments and accessories for celebrity concerts, reaffirming their strong commitment to brand excellence. These star-studded performances serve as a prime opportunity for luxury brands to deepen their presence in the Chinese market by providing high-quality fashion offerings within this influential environment.

CURIOSITY SPOTLIGHT

Interests in concerts have experienced explosive growth since the resurgence of consumer spending this year. In a bid to tap into the influential youth market and broaden their consumer base, luxury brands have stepped into the realm of concerts.

- **Immense Influence:** Luxury brands strategically capitalize on celebrities' substantial influence by creating unique customizations, generating a short-term buzz and effectively leveraging this surge in traffic.
- **Penetrating Consumer Base:** Concerts offer a unique blend of entertainment, gathering, and cultural significance, making them ideal arenas for luxury brands to engage with diverse communities. By strategically aligning with these events, luxury brands not only deepen their brand identity but also foster positive consumer experiences and cultivate long-lasting loyalty.



*Source: Dior Official Weibo Account

Dior

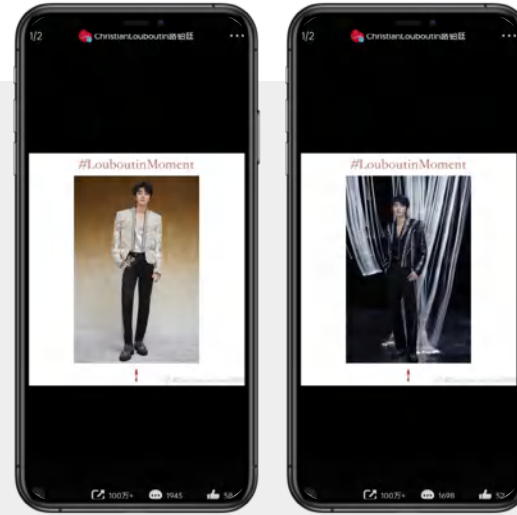
Starting in August, Dior has specially tailored multiple sets of performance outfits exclusively for Liu Yuxin's 2023 "Xianadu" concert tour. These outfits include pure white ensembles that exude elegance and nobility, black ensembles that embody sensual tension, and red ensembles that radiate fiery charisma.



Armani

During the TFBOYS' 10th-anniversary concert, Jackson Yee stole the show in a specially tailored Emporio Armani black shirt, exuding sleek sophistication. He further captivated the audience with a striking, fiery red crystal suit that showcased his unique style and sizzling charisma.

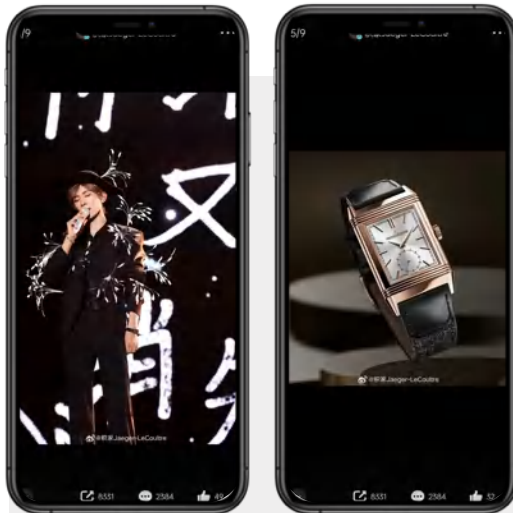
*Source: Armani Official Weibo Account



Christian Louboutin

On the TFBOYS' 10th-anniversary concert, Christian Louboutin presents exclusive custom designs for brand ambassador Karry WANG, such as the Motok Strass ankle boots and Cheney Walk Strass ankle boots, showcasing the brand's signature style.

*Source: Christian Louboutin Official Weibo Account



Jaeger-LeCoultre

Jackson Yee, the global ambassador of Jaeger-LeCoultre, adorns the specially customized REVERSO TRIBUTE SMALL SECONDS watch as he attends the TFBOYS' 10th-anniversary concert. This exquisite timepiece showcases the brand's craftsmanship.

*Source: Jaeger-LeCoultre Official Weibo Account



Off-White

Off-White™ presents an exclusive custom collection of "Out Of Office" sneakers, with each pair uniquely designed to match the supportive colors of the three TFBOYS members.

*Source: Off-White Official Weibo Account



□ Brand Highlights

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

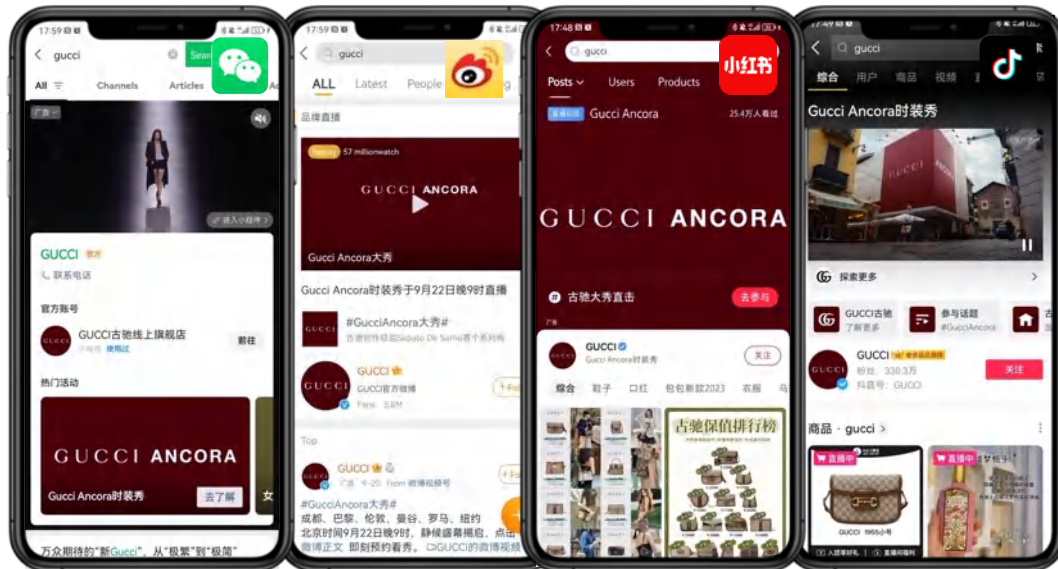
• Gucci Ancora Fashion Show – 3.6M+ engagements



Highlights:

- The Ancora Show holds immense significance for Gucci as it showcases the debut of the newly appointed Creative Director, Sabato De Sarno, and is a pivotal event in refreshing the brand's image.
- Gucci made substantial investments in marketing across Chinese social media platforms. Coming up to the Ancora show, Gucci emptied its social media content (except for WeChat), posting the first Ancora previews on multiple platforms since 16 September. Gucci updated its official brand social media accounts avatars and dedicated brand zone to showcase related content. The brand also invested in Weibo trending Topics, Weibo Discovery Page ads, native content on RED, splash ads across apps, etc. to build momentum for the event.
- The brand further ignited excitement by strategically placing Gucci red walls in major cities worldwide, including Shanghai and Chengdu to create a captivating prelude to the show.
- On September 22nd at 9 PM Beijing time, this highly anticipated event can be watched on various social platforms' livestreams. Gucci also invited numerous celebrities, including global brand ambassadors Chris Lee, Xiao Zhan, Lu Han, and Ni Ni, as well as brand ambassador Wen Qi, actor Zhang Zhen, and supermodel Liu Wen to attend the show.

Update Avatars and Brand Zone



Weibo trending Topics



Weibo Discovery Page



Celebrities



- Dior SS24 Fashion Show – 2.5M+ engagements

Highlights:

Dior unveiled its SS24 collection at the Paris Tuileries Garden. Maria Grazia Chiuri, creative director of Dior women's lines, continued to explore the relationship between femininity and feminism. The event witnessed a star-studded gathering, including brand ambassadors Karry Wang, Dilireba Dilmurat, and Dior Chinese makeup ambassador Wang Ziwen, which generated significant attention and buzz.



- Dior ROSE CÉLESTE Collection – 2M+ engagements

Highlights:

Dior unveiled the exquisite new pieces of the ROSE CÉLESTE collection, featuring two long necklaces and a pair of earrings, adorned with sun and crescent moon celestial motifs. The brand ambassador in China, Liu Yuxin, showcased these pieces, attracting significant attention.



- Celebrities Rock Louis Vuitton on Weibo Music Awards – 1.6M+ engagements



Highlights:

In September, the brand ambassador Teens in Times showcased the FW23 collection during Weibo Music Awards 2023, generating significant attention and buzz. Another brand ambassador Jackson Wang also attended the event in the SS24 men's collection, designed by the creative director of Menswear, Pharrell Williams.



- Louis Vuitton Travel Vlogs – 897k+ engagements



Highlights:

In September, Louis Vuitton captivated audiences with the release of two remarkable travel vlogs. The first documented football player Zhao Lina's extraordinary World Cup journey, while the second showcased House Ambassador Dylan Wang's exhilarating trip to a music festival. These captivating vlogs, highlighting the iconic Keepall and Horizon bags, garnered immense attention and enthusiasm.



- Bally SS24 Show in Milan – 1.9M+ engagements

Highlights:

Bally SS24 collection marked the inaugural masterpiece by the brand’s newly appointed creative director, Simone Belloti, capturing the essence of “Summer Reverie”. The star-studded event saw a multitude of celebrities gracing the runway, including global brand ambassadors Roy Wang and SEVENTEEN’s DK, etc., generating immense attention. Additionally, Roy Wang Milan Day Vlog proved to be a resounding success in terms of brand awareness and impact.



- Bally FW23 Collection – 1M+ engagements

Highlights:

Bally unveiled an advertising campaign for their FW23 collection, starring global brand ambassador Roy Wang, and ignited extensive discussions with the “Conversation with Roy Wang” event. In addition, several celebrities were also featured on magazine covers wearing pieces from this collection, attracting the attention of viewers.



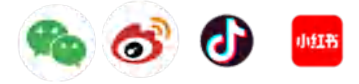
- Prada SS24 Womenswear Show — 336k+ engagements



Highlights:

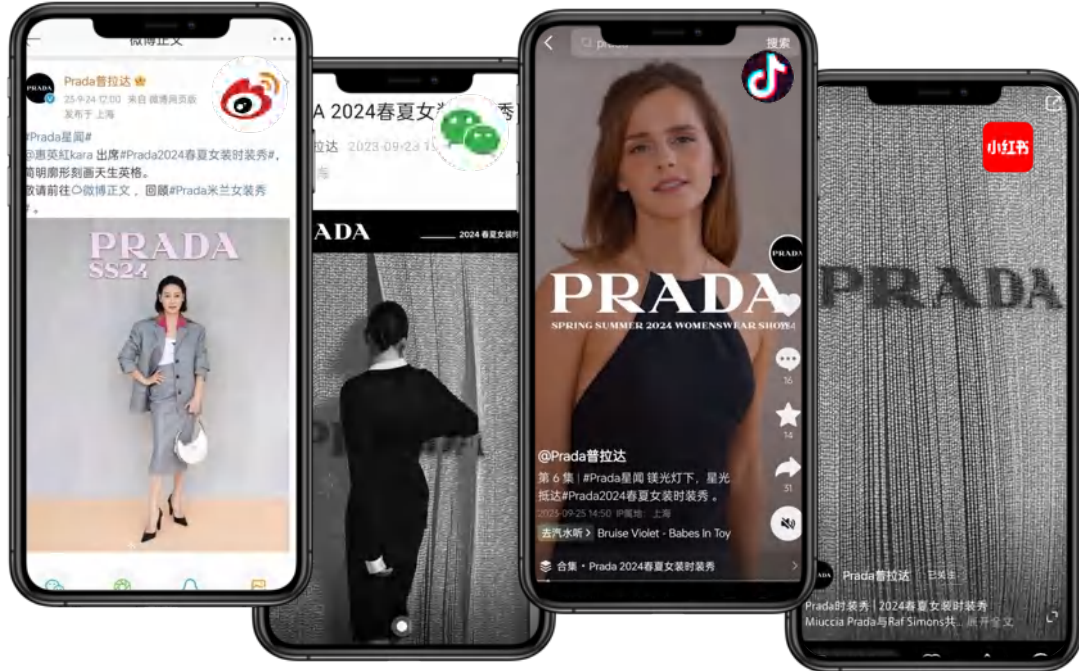
On September 21st, Miuccia Prada and Raf Simons joined forces to present the Prada SS24 womenswear show, which received a surge of amplification from ambassador Li Xian. This show has been graced by an array of celebrities, including actress Kara Wai.

- Prada FW23 Collection – 298k+ engagements



Highlights:

Prada unveiled a captivating advertising campaign for its FW23 collection, focusing on the dynamic interplay between individuals and flowers. The campaign featured ambassador Li Xian, whose presence ignites immense interest and curiosity. Additionally, Li Xian showcased the collection as he graced the cover of the September issue of "ELLE MEN" magazine.

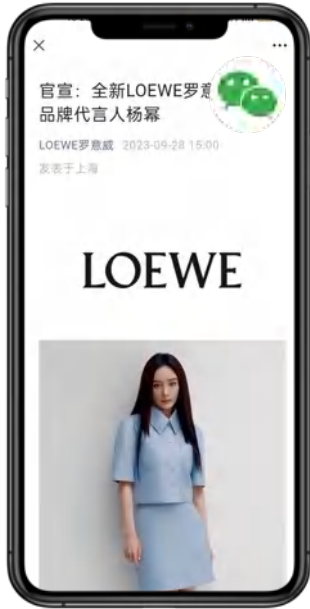


- LOEWE Global Ambassador Announcement – 2.2M+ engagements

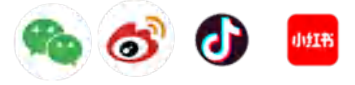


Highlights:

LOEWE announced Yang Mi as its new global ambassador in September, capturing widespread attention. She also showcased the brand FW23 women's runway collection in campaign photos.

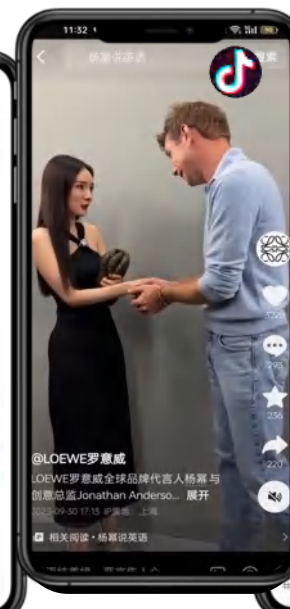


- LOEWE SS24 Womenswear Show – 402k+ engagements

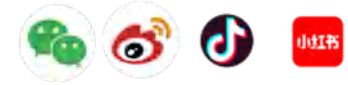


Highlights:

On September 29th, LOEWE launched its SS24 womenswear show and livestreamed it on the Weibo platform as well. Its new global ambassador, Yang Mi, made a captivating appearance at the show, donning a mesmerizing black gown from the early Spring 2024 collection.

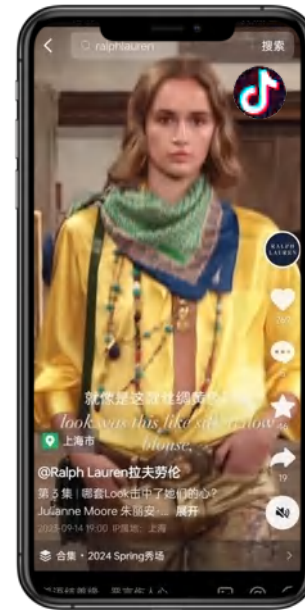
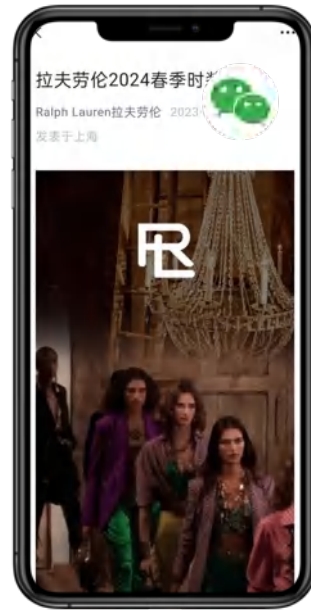


- Ralph Lauren Spring 2024 Show – 193k+ engagements



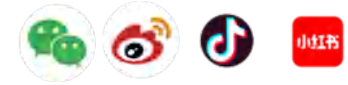
Highlights:

In a momentous comeback after a four-year absence, Ralph Lauren graced the New York Fashion Week with its spring 2024 collection. The runway was set in a vacant warehouse near the Brooklyn Navy Yard, creating a romantic ambiance. Stealing the spotlight was the introduction of Ralph Lauren's exquisite RL 888 handbag collection. The event drew a multitude of celebrities, including renowned actors Li Bingbing, Fei Xiang, Qi Wei, Sun Yi, and many others, generating an extraordinary level of attention and buzz.



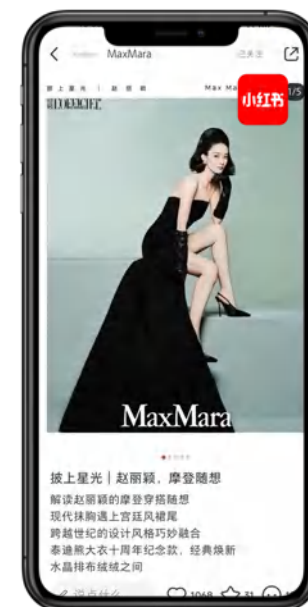
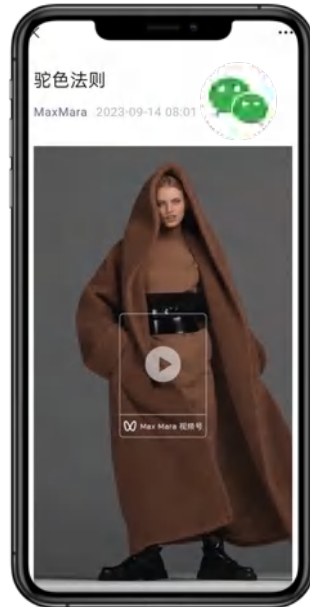
MaxMara: Teddy Bear Icon Coat 10th Anniversary

- MaxMara: Teddy Bear Icon Coat 10th Anniversary – 540k+ engagements



Highlights:

- In celebration of the 10th anniversary of the Teddy Bear Icon Coat, Max Mara partnered with Tmall Super Brand Day to create a "Teddy Bear Coat 10th Anniversary Party." This event witnessed the presence of celebrities including Mei Ting, Wei Daxun, Ma Yili, and Wen Yongshan.
- On September 9th, the Max Mara unveiled the FW23 collection at Hangzhou Gaojia Garden and actors such as Ma Yili and Wei Daxun graced the scene, adorned in their Teddy Bear Coat.
- September also showcased an array of celebrities donning Teddy Bear Coats for various photoshoots, including Zhao Liying, Dilraba Dilmurat, and Zhao Lusi. Furthermore, Mei Ting, Xie Xin, and Tan Xinze shared heartwarming moments with their daughters as they posed together wearing Teddy Bear Coat for Glass magazine; Li Na, Wu Minxia, Liu Xiang, and Zhang Hong showcased in SoFigaro magazine.



- **VERSACE FW23 Collection – 473k+ engagements**



Highlights:

VERSACE unveiled its FW23 collection, featuring a range of apparel, shoes, watches, and bags. In September, singer Hua Chenyu grabbed immense attention as he wore a shirt from the collection during his concert. Additionally, celebrities such as singer Joey Yung, and actors Chen Xiao, Huang Jingyu, Zhao Lusi, and Yu Shi also showcased the collection in captivating photoshoots.

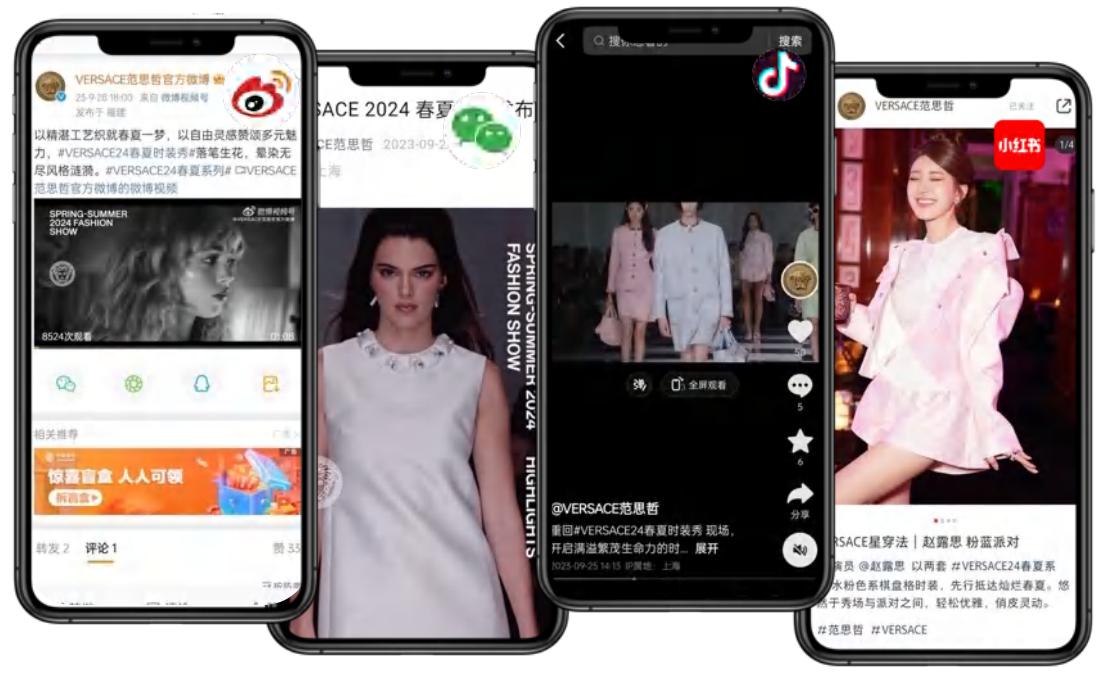


- **VERSACE SS24 Fashion Show - 212k+ engagements**

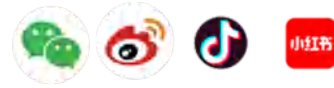


Highlights:

Versace launched its SS24 fashion show in Milan, capturing the exuberant vitality of youth, self-assurance, and urban living. The show garnered immense attention and sparked fervent discussions, thanks to the presence of actress Zhao Lusi.



- Fendi SS24 Womenswear Show – 84k+ engagements



Highlights:

FENDI hosted its SS24 womenswear show, skillfully blending practicality and comfort with exquisite and glamorous designs. Actress Wen Yongshan was invited to attend the runway presentation, while viewers had the opportunity to watch the grand show through online live streaming.

- Fendi FW23 Collection — 80k+ engagements



Highlights:

In September, Fendi unveiled its FW23 men's and women's collections, with numerous celebrities showcasing the designs. Fendi brand ambassador Tang Yixin, China brand ambassador Tan Zhuo, and actresses Wen Yongshan, Zeng Li, Sun Qian, Tong Yao, and Li Qin embodied the essence of the women's collection. While Fendi brand ambassador Greg Hsu, singer Wang Linkai, and actor Hou Wenyuan presented the men's collection.



❑ **Campaign Best Practices**



OVERVIEW

On September 12th, Valentino once again collaborated with the Shanghai edition of "Sleep No More" to present a mesmerizing immersive performance titled "BLACK TIE" at The McKinnon Hotel in Shanghai. Inspired by Valentino's AW23 BLACK TIE collection, this story unfolds with dancers taking center stage instead of models, offering viewers a closer and more immersive experience to showcase the latest collection.

This collaboration marks Valentino's third engagement as the exclusive fashion partner of "Sleep No More," following their initial partnership in September 2021. Notably, this special performance was made accessible to the public for the first time, and tickets sold out within a remarkable 4 minutes after their release on September 4th, capturing widespread market attention.

On the day of the show, esteemed actress Mei Ting and actor-singer Li Yunrui graced the performance with their presence, personally immersing themselves in its captivating atmosphere. Moreover, the Valentino "BLACK TIE" immersive performance extended a warm invitation to VIC customers, offering them the opportunity to partake in and savor the show.



*Source: Valentino Official Weibo Account

CURIOSITY SPOTLIGHT



*Source: Valentino Official Weibo Account

- **Enduring cultural engagement.** Despite pandemic challenges, Valentino's prescient decision to collaborate with "Sleep No More" in 2021 positioned them as trailblazers in experiential luxury. Since its 2011 New York premiere, Sleep No More has garnered immense acclaim. It recently achieved milestone of 1600 performance in Shanghai. Through multiple collaborations, Valentino aims to expand beyond artistic boundaries of fashion and enrich the brand's cultural development. The collaboration with Sleep No More has not only delivered high-quality performances but also garnered significant attention.
- **Breaking the distance of typical runway shows.** Valentino redefined the connection between audiences and fashion. By breaking free from the confines of rigid viewing distances, Valentino creates an intimate encounter with immersive theatre. Through a theatrical approach that encompasses both settings and content, Valentino provides a more vivid and profound interpretation of its new product design concepts.
- **Exclusive scarcity strategy.** Valentino's collaboration with "Sleep No More" stands out as an exemplary case of captivating VIC clients. Although limited theatre capacity prevented the performance from reaching a broad audience, it left an indelible impression on the select few who were able to participate, enabling Valentino to craft a special performance that exuded exclusivity. By extending exclusive invitations to VIC clients for this unique viewing opportunity, Valentino achieved resounding success in captivating their target audience.

OVERVIEW

On 13 September 2023, CHAUMET, the Parisian jewelry house and "Master of Tiaras", unveiled "Tiara Dream", an immersive and interactive exhibition at the Shanghai North Bund Hong Kong Space Art Center, opening to the public from 17 September to 15 October.

The exhibition showcases a selection of antique and contemporary tiaras that highlight Chaumet's reputation as the "Master of Tiaras", spanning 210 years of creation including masterpieces coming to China for the first time. The exhibition incorporates the original hand-drawn manuscripts, black-and-white films, and photographs from the collection. In addition, contemporary display installations and interactive methods are also used to bring the legend of glory that began in Paris to Shanghai.

In addition to the exhibition hall, there is also a "CHAUMET Café Gallery", where visitors can have a better understanding of Chaumet with a special coronation-themed coffee, alongside Chaumet publications and magazines documenting the legendary story.



*Source: CHAUMET Official WeChar Account

CURIOSITY SPOTLIGHT

In addition to the exquisite offline set installations and exhibits, the *Tiara Dream* exhibition also builds a smooth digital appreciation experience, comprehensively utilizing various digital tools such as the Digital Tool, interactive AR, and photo devices to create a multi-sensory, interactive, and shareable immersive viewing experience.



Mini-P Online Exhibition

Visitors can choose to view the exhibition online to enjoy Chaumet’s splendor by accessing the official Mini-P. The immersive exhibition begins with a voice guide from brand spokesperson Gao Yuanyuan, and visitors can explore six thematic exhibition halls online, view Chaumet’s dazzling treasures, and experience interactive games such as crown trying-on. Interactive quizzes and viewing sessions are available in each hall. Visitors who answer the quizzes correctly will collect virtual jewels and create their own online tiara in the Creative Workshop hall.

Holographic technology

Chaumet leveraged Holographic technology and recreated the lost Yusupov Diamond Sunburst Tiara’s former glory and showcased its magnificence during the exhibition.

Virtual Try-On

Visitors can find their favorite tiara, use an interactive photo-taking device to virtually try on their preferred tiara, and save the photos they take. Visitors can also pick up a range of nickel-silver tiara molds and experience the crowning moment directly in person.

*Source: CHAUMET Exhibition Official WeChar Mini-P

❑ Curiosity Showcases



Summary:

Christian Louboutin hosted The Loubi Show IV in Paris, inviting the brand's ambassador Karry WANG to watch the show live in Paris for the first time and live-streaming it on Weibo, which was well received by users and expanded the show's influence. Christian Louboutin also collaborated with ELLE Magazine to shoot Karry's trip to Paris, which yielded highly interactive materials.



The Loubi Show IV Livestreaming



Weibo Feed Ad



ELLE x CL Karry Videos

Summary:

- To reintroduce the 11 global luxury shopping destinations to Chinese long-haul travelers and increase offline footfall, CuriosityChina curated a multi-faceted Golden Week campaign focusing primarily on WeChat and the Red platform to further increase brand awareness while capturing user engagement.
- The Bicester Collection launched the 2023 Golden Week campaign and created a village card gathering mini-game. Users have the opportunity to enter a lucky draw after collecting all 11 cards to win high-value prizes such as hotel accommodations and gift cards, etc.



Mini-P Gamification



Interactive WeChat Post



Promoting Mini-P Gamification on 5 villages' Red Account



WeChat Moment ads



WeChat Banner ads

Summary:

Partnered with La Vallée Village (LVV), BVSH & BVSZ launched a UGC campaign on RED from Sep 2nd – 17th, encouraging users to share their authentic village experience with specific brand hashtags, location tags, and @official accounts. The participant with the most "likes" won a sponsored trip to Paris by LVV. The impression from earned channel (UGC content) accounted for the most, indicating the success of WOM creation.



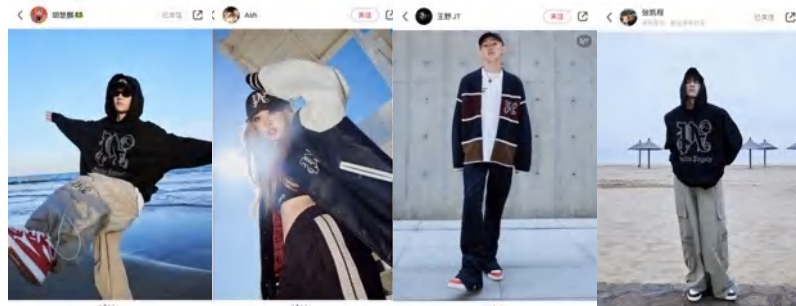
The Bicester Collection WeChat



LVV RED

Summary:

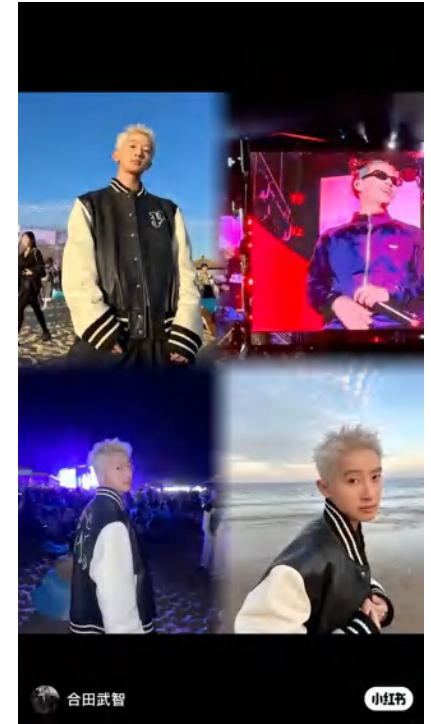
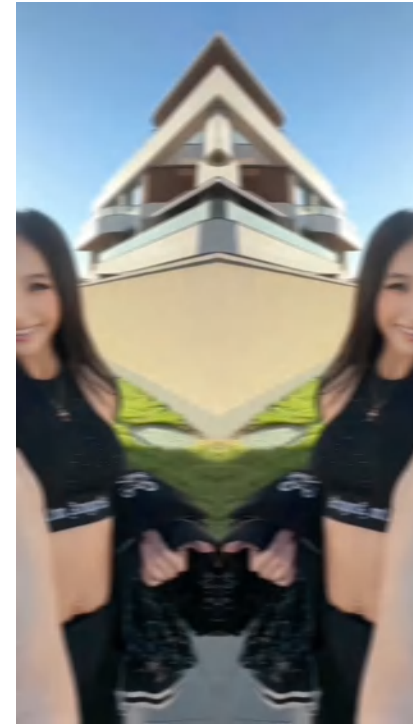
- Through this dynamic influencer campaign, CuriosityChina strove to position the Palm Angels Monogram collection as a must-have for those seeking a fresh and distinctive style that embodies the essence of youthful spirit, beach vibes, and musical energy.
- The combination of Hypefest's influence and the power of compelling content generated widespread excitement and solidified Palm Angels' presence among brand's target market.



在阿那亚各种偶遇！！
 HYPEFEST*去海边看音乐节
 带她冲一次有王嘉尔的音乐节
 和我一起来阿那亚过秋吧



人见多了看看海吧 有王嘉尔的那种
 PALM ANGELS带我感受阿那亚音乐节
 在阿那亚和王嘉尔感受音乐节！！
 阿那亚的一枚奥利奥



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



Scan our WeChat QR code to connect!

YOUR TRUSTED PARTNER



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) or WeChat account for more conversations!

Industry & Retail

- [China Fashion Week features 2024 spring summer collection](#)
- [Without VAT-free shopping, the UK to lose \\$1 billion annually from Chinese tourists](#)
- [The 3rd Kering Generation Award China-Europe Innovation Acceleration Camp was held at CEIBS Shanghai Campus.](#)
- ["Watches and Wonders" opened its doors in Shanghai, featuring two dedicated days for the general public for the first time.](#)

Social & Ecommerce Platforms

- [Luxury jewelry brand Qeelin officially announced its presence on JD.com](#)
- [Alimama and Tencent Marketing Solution announced a comprehensive collaboration.](#)

Technology & Innovation

- [Tencent Unveils Hunyuan, its Proprietary Large Foundation Model on Tencent Cloud](#)
- [Kuaishou has introduced Kolors, a self-developed text-to-image model, for internal testing.](#)
- [Donson Cloud and Huawei Cloud comprehensively cooperated in creating an industry big model for the marketing sector called Insight.](#)

Key Players

- [Prada launches seed project with flower shops throughout China](#)
- [Louis Vuitton is planning to implement price increases for certain products in the Chinese market](#)
- [For the launch of the new Astroloubi collection, Christian Louboutin hosted a launch party at the Kerry Centre Plaza in Jing'an, Shanghai.](#)



THANK YOU!

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