

Luxury Industry Insights & Best Practices

Powered by  Curio Eye

December 2023



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❑ **Luxury Industry Trends**

CURIOSITY SPOTLIGHT

- Amongst the trend-seeking Generation Z, skiing has become one of the socially-oriented sports.
- Ski-specific equipment and apparel, with their avant-garde design, have gained widespread popularity through social media, making skiing a hot trend for luxury brands.

➤ Sales of skiing products and tickets boomed

2023 Q4 Tmall Skiing Equipment Sales¹

+67% From 2022 to 2023

Transaction volume surpassing **1 billion RMB** on Tmall

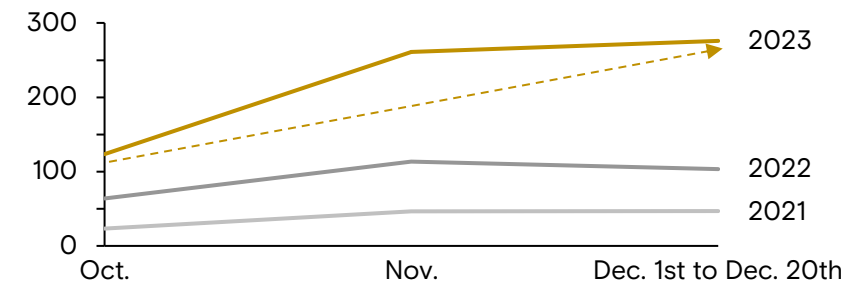
Ski Ticket Order Volume (from Nov. to the year-end of 2023)²

Grown by **113%** on a weekly basis

Nearly **doubling** compared to the same period last year

➤ Discussion on skiing far surpasses the past two years on social platforms

Number of posts related to skiing on RED (k)



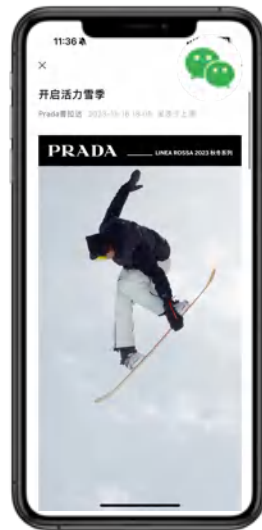
Strategies for Brands to Enter the Skiing Market

UNVEIL SKIING COLLECTIONS

- With the promotion of winter sports in China, skiing as a high-end activity attracts the participation of luxury brand clientele.
- As winter approaches, many brands are banking on the popularity of skiing. They are launching new ski apparel and equipment, as well as collaborating with professional sports brands to attract a wider range of professional skiers and enthusiasts.



Fendi Skiwear Capsule 2023



PRADA LINEA ROSSA FW23



Balenciaga Skiwear Debut



Dior: The Men's Ski Capsule collaboration with many brands

- Collaborated with artist **Peter Doig** for patterns
- Collaborated with professional sports brands **DESCENTE** for Ultra-light down jackets and other individual items
- Collaborated with **POC** for ski helmet and Professional ski goggles

Image Source: Fendi, Balenciaga, Prada, Dior Official WeChat

POP-UPS AT SKI RESORTS AND CITY CENTERS

- Brands are capitalizing on the popularity of winter sports by setting up pop-up stores or artistic installations in high-traffic areas such as ski resorts and city centers.
- This attracts people to take photos and share them on social media platforms, thereby generating publicity.



Image Source: Balenciaga Official WeChat



Image Source: Balenciaga WeChat Mini-P

Dior Limited Time Boutique In Songhua Lake Resort



Image Source: Songhua Lake Resort Official WeChat

DESCENTE City Concept Store



Image Source: DESCENTE RED

NEW MARKETING TACTICS

Balenciaga unveiled a special interactive game on WeChat for its first ski collection, Skiwear, allowing users to choose Balenciaga skiwear and immerse themselves in the skiing atmosphere through an interactive game.

CURIOSITY SPOTLIGHT

- With the booming holiday economy, luxury brands leveraged consumers' desire for **"ceremonial experiences" to unveil holiday gifts**, making Christmas a hot consumer trend.
- Through embellished boutiques with distinctive decorations, luxury brands transformed them into popular social media **"check-in" destinations**. Through the widespread reach of social media, brands are able to amplify their presence, shape brand image, and convey brand culture effectively.

GIFTS FOR THE CHRISTMAS SEASON

Luxury powerhouses like **Louis Vuitton, Chanel, Dior**, and other brands showcased their gift offerings through official websites and social media platforms, accompanied by captivating advertising campaigns.



Image Source: Louis Vuitton & Chanel & Dior Official Weibo Account

ONLINE IMMERSIVE SHOPPING EXPERIENCE

Tmall Luxury unveiled the 3D “云奢广场” allowing users to explore brand stores (like Bvlgari, Jaeger-LeCoultre, Qeelin, etc.) and join digital activities such as: illuminate Christmas trees, unlock wallpapers and virtual try-ons.

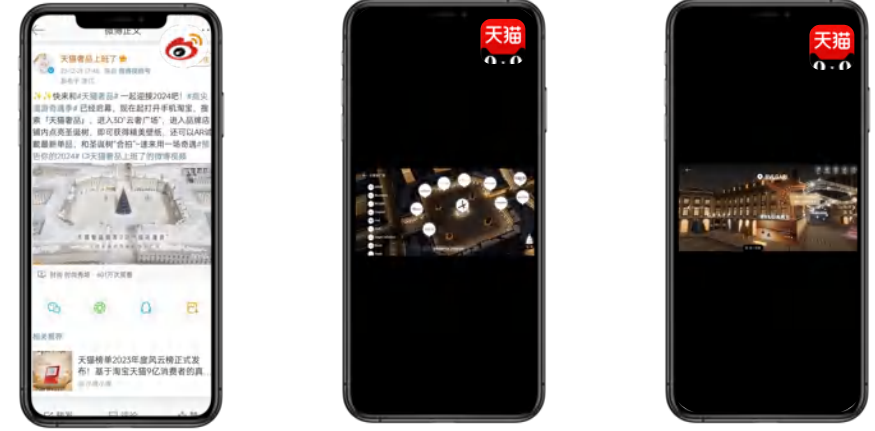


Image Source: Tmall Luxury Official Weibo Account and Tmall Luxury

COMBINE BRAND ELEMENTS TO CREATE A DISTINCTIVE OFFLINE PRESENTATION

- **Chanel** installed a Christmas tree at MixC World in Shenzhen with giant Christmas gift boxes placed nearby. The brand also opened Chanel Wonderland at Capitol Centre in Causeway Bay.
- **Dior** Cruise 2024 Show featured butterfly elements. This Christmas, golden butterflies embellished Dior boutiques in cities like Shanghai and Chengdu. The brand also unveiled a Christmas tree at K11Musea.
- **Gucci** held Christmas tree lighting ceremonies in Milan and Beijing, featuring a tree composed of 78 gift boxes sealed with Gucci's iconic Horsebit buckle. The Horsebit adorned boutiques at Beijing SKP and Shenzhen Luohu MixC as well.



Image Source: Shenzhen MixC World Official RED Account, Plaza 66 Official Weibo Account, Beijing SKP Official Weibo Account

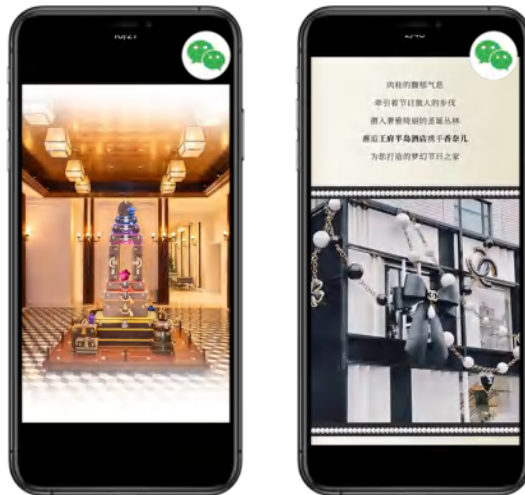


Image Source: The Rosewood HK & The Peninsula BJ Official WeChat Account

COLLABORATIONS WITH HIGH-END HOTELS

- **Louis Vuitton** set up a unique Christmas tree made of luggage trunks in the lobby of The **Rosewood** Hong Kong, accompanied by the brand's mascot, Vivienne.
- **Chanel** embellished the façade of The **Peninsula** Hong Kong and the boutique at The Peninsula Beijing with a necklace, composed of the brand's logo, butterfly bow, and black and white pearls.



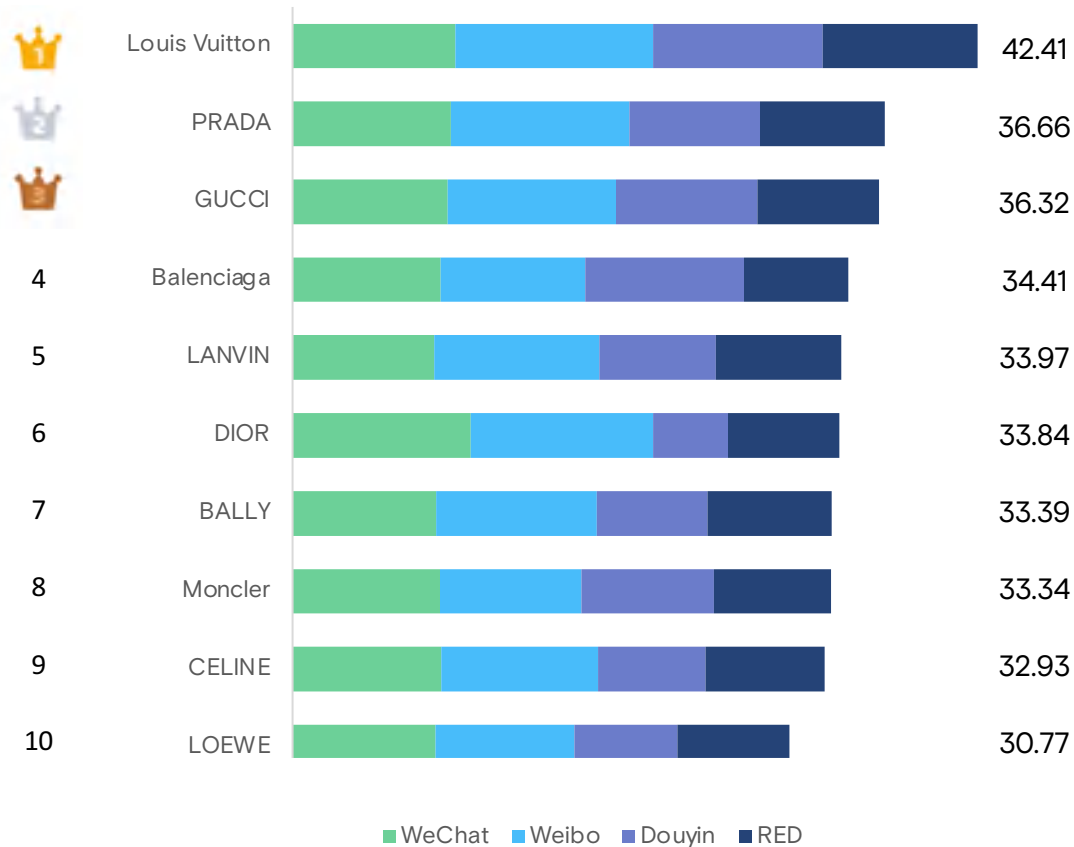
❑ **Brand Highlights**

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

Luxury Industry Trends Powered By Curio Eye

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.



The Top 3 best-performing brands in December were **Louis Vuitton**, **PRADA**, and **GUCCI**.

The buzz from the **Louis Vuitton** Men's Pre-Fall 2024 Show in Hong Kong continued in December with brand ambassador TNT's social videos. The Brand's new release - the SPEEDY P9 handbag also gained attention driven by promotions by brand ambassadors and celebrities.

The "Pradashere II" exhibition hosted by **Prada** in Shanghai has sparked wide discussions. The exhibition showcased the brand's 110-year history, and during the opening event, numerous celebrities were invited to join.

Gucci launched the 2024 CNY collection featuring the element of a red dragon, coinciding with the arrival of the Chinese New Year. In addition, Gucci invited global brand ambassador Xiao Zhan to promote the Horsebit 1953 loafers through an advertising campaign.

Lanvin, **Bally**, and **Moncler** have also launched the 2024 CNY Collection in December. **Balenciaga** has climbed 3 places in the ranking thanks to its Fall 2024 show, while **Dior** dropped out of the top three in December.

- Men's Pre-Fall 2024 Show – 7M+ engagements



Highlights:

Louis Vuitton released multiple videos and pictures of celebrities attending the Men's Pre-Fall 2024 Show. Brand ambassadors TNT's video sharing their trip in Hong Kong and outfit highlights gained the highest engagement.



- SPEEDY P9 Handbag– 6M+ engagements



Highlights:

Louis Vuitton invited multiple brand ambassadors / celebrities to shoot videos to interpret the SPEEDY P9 handbag designed by Pharrell Williams, promoting eye-catching colors and styles.



- "Pradasphere II" Exhibition – 2M+ engagements



Highlights:

- The "Pradasphere II" exhibition was launched at the START Museum on December 7, 2023, in Shanghai and open to the public for free. This exhibition is also the second appearance after the first successful "Pradasphere" exhibition in 2014. The exhibition traces Prada's 110-year history through a new lens, allowing the public to face the past, present, and future of the brand. Prada also invited celebrities to attend its opening event and after-party to create buzz and engagement on social media.



- 2024 CNY Collections – 985k+ engagements



Highlights:

To celebrate the Year of the Dragon, Gucci launched ready-to-wear, shoes and accessories with red dragon elements, including the new Dionysus bag. Celebrities Tian Xiwei and Zhou Yiran were invited to shoot for new CNY collections.



- Gucci Horsebit 1953 Loafer – 405k+ engagements



Highlights:

Gucci featured actor, singer, and global brand ambassador Xiao Zhan in an advertising campaign for the Horsebit 1953 loafers, which premiered on the Shanghai Fengshengli Art Wall.



- Fall '24 Show – 218k+ engagements

Highlights:

Balenciaga presented its Fall '24 Show in Los Angeles, CA. The show took place on a palm tree-lined street, featuring everyday activities like jogging, yoga and gym sessions.



- Winter '23 Collection – 143k+ engagements

Highlights:

Balenciaga promoted its Winter '23 collections with entertainment videos on Douyin & RED. It also provided outfits for several celebrities attending the GQ MOTY (Men of the Year) annual event.



- 2024 CNY Collection – 976k+ engagements

Highlights:

Lanvin launched the 2024 CNY collection which pays tribute to Chinese tradition while integrating French style. The global ambassador Cheng Yi showcased the new collection.



- SS24 Collection – 370k+ engagements

Highlights:

Global brand ambassador Cheng Yi and actor Wang Xingyue dressed in Lanvin SS24 collection to attend the Weibo TV & Internet Video Summit 2023, triggering high engagement on social platforms.

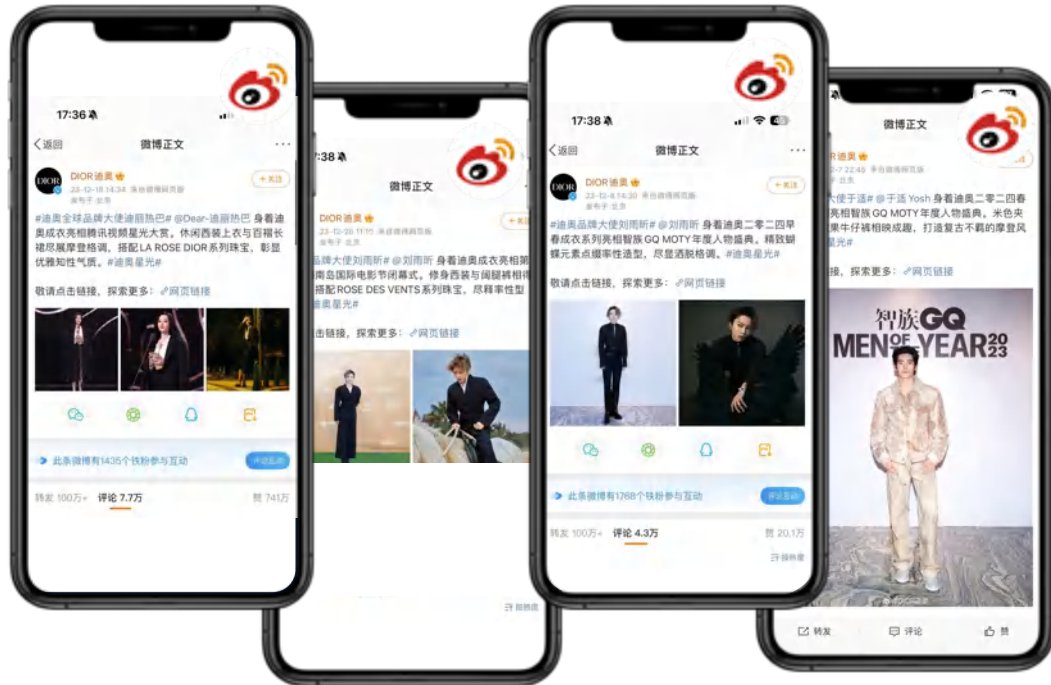


- Celebrities in Dior at Awards – 13M+ engagements



Highlights:

In December, several stars appeared at awards and ceremonies wearing Dior. Dior ambassador Dilraba Dilmurat wore Dior RTW to appear at the Tencent Video Starlight Awards. Dior ambassadors in China, Liu Yuxin and Yu Shi dressed in Dior to appear at the Hainan Island International Film Festival Closing Ceremony and the Zhizu GQ Moty (Men of the Year) Ceremony.



- Spring 2024 Men's Collection – 2M+ engagements



Highlights:

Dior brand ambassadors in China, Deng Wei and Wang Junkai, dressed in Dior Spring 2024 Men's Collection and appeared in the campaign "Gifts for Men."

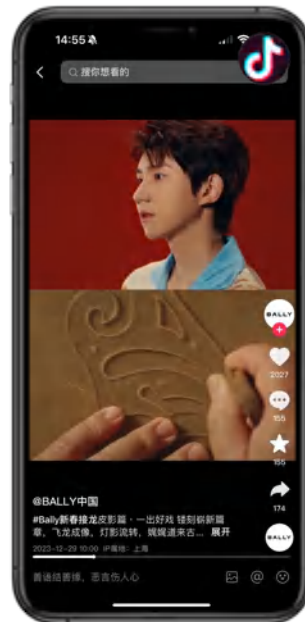
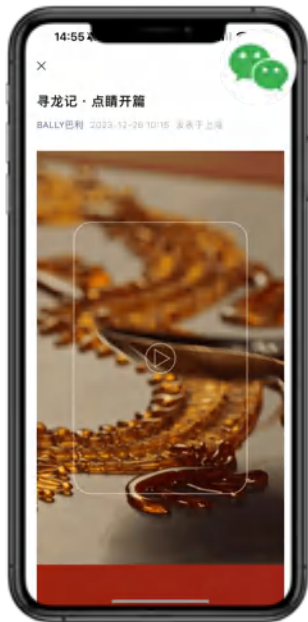


- 2024 CNY Collection – 927k+ engagements



Highlights:

- Bally launched 2024 CNY Collection, inviting brand global ambassador Roy Wang to showcase related products and shoot key visuals.
- Bally also produced a series of films featuring Chinese traditional culture with dragon elements, like sugar paintings, shadow plays, etc. with Roy Wang, aiming to evoke a sense of cultural and emotional resonance among consumers.



- 2024 CNY Collection – 466k+ engagements

Highlights:

Moncler launched the 2024 CNY collection and invited actor Hou Minghao to shoot a series of ads. Moncler also collaborated with Tmall Black Box for the new collection launch and offered enticing promotions such as interest-free payments and gifts to attract consumers.



- Grenoble FW23 – 75k+ engagements

Highlights:

To promote the Moncler Grenoble FW23 collection, Moncler has set up a themed cable car, took over the cable car station building, and opened a pop-up café in Mount Changbai. It also invited ski world champion Cai Xuetong and Olympic gold medalist Shaun White to showcase the Grenoble FW23 collection.



- Winter 2023 Men's Collection – 324k+ engagements



Highlights:

- Celine invited V to wear a number of pieces from Celine Winter 2023 Men's Collection and shot a set of advertising blockbusters for the brand.
- Celine also invited singer Caelan, actor Zhou Yiran, and actor Wang Anyu to showcase the Winter 2023 Men's Collection.



- Pre-spring 2024 Collection – 187k+ engagements



Highlights:

- Loewe launched the pre-spring 2024 collection and invited global ambassador Yang Mi to shoot for the cover of Zhizu GQ magazine's 2023 Men of the Year featuring the new collection. Yang Mi triggered many discussions for the brand and the new collection on social platforms.



❑ Campaign Best Practices



OVERVIEW

Partnered with RED, from December 1st to December 25th, Burberry launched the “格外宠爱” campaign for 2023 Holiday. Participants can

- Take a city walk to visit specified 10 pet-friendly stores decorated with Burberry key visuals in Shanghai and take photos with pets;
- Enter a lucky draw by engaging in interactive tasks on the dedicated “格外宠爱” H5 page on RED;
- Access to Burberry's limited-time stickers on RED.

10M+
Reads of RED
H5¹



The Campaign Introduction



Lucky Draw



Limited-time Stickers



CURIOSITY SPOTLIGHT

Pets Economy

- China's pet economy industry reached 493.6 billion yuan in 2022, with a remarkable 25.2% YoY growth, and was projected to reach 811.4 billion yuan by 2025¹.
- Burberry strategically **targets pet-loving consumers (especially Gen-Z)** through its choice of unconventional models – ducks and dogs for key visuals and collaborations with pet-friendly stores for city walk check-in points.

City Walk Lifestyle Trend

- The search volume for City Walk on RED experienced an astounding growth of over 30 times compared to the previous year in H1 2023, and pets ranked third among the companions on City Walk².
- Burberry's partnership with RED leveraged the hot trend, utilizing the **influential power of social media** to promote campaigns and amplify brand visibility, reaching a wider range of audience.



Image Source: Burberry Official RED Account and RED

OVERVIEW

The open-to-the-public exhibition, 'On the Wings of Hermès' arrived in Shanghai from December 9th to December 19th, 2023 at the West Bund Artistic Center after hitting up Tokyo, Paris, Taipei, Los Angeles, and Hong Kong.

- The live exhibition is created by Belgian director Jaco Van Dormael and choreographer Michèle Anne De Mey along with her Astragales dance company.
- The show constructs a fantastical and poetic universe by showcasing Pegasus and his six foals as they embark on a journey across the world in search of the essence of lightness. This creative style, which combines romantic aesthetics with humanistic warmth, harmoniously aligns with the essence of the Hermès brand.
- In the darkness of a space that resembles a film studio, seven sketches, which blend together dance, object theater, music, and cinema, reveal, one after another, a showcase of the tales and Hermès objects for the visitors.



Image Source: Hermès China Weibo & RED

CURIOSITY SPOTLIGHT



Distinctive brand storytelling

- The exhibition establishes a distinctive visual language by integrating Hermès products, like Kelly bags, ready-to-wear, and furniture, seamlessly into the performance, turning them into poetic figurines **that enhance the brand's products within the narrative** and set them apart from competitors.

Brand Culture & Value

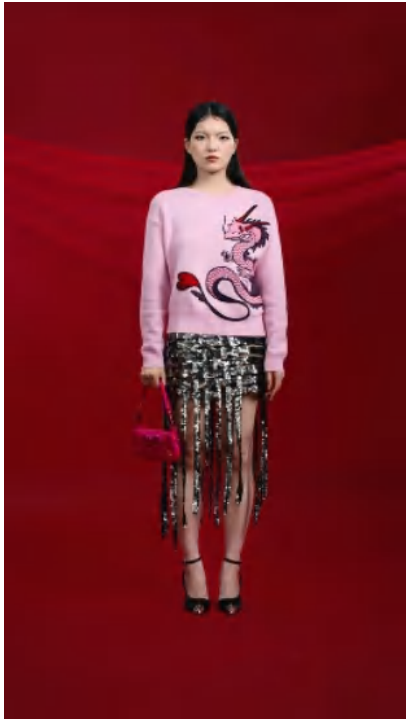
- By engaging in film projects that address contemporary cultural themes and collaborations with renowned artists, Hermès positions itself as a **contributor to cultural conversations and artistic expressions**.
- This film is a captivating fusion of dance art, object theater, and intricate craftsmanship. It combines realistic movements with miniature props, creating a mesmerizing display of Hermès' impeccable artistry, artisanal spirit, and limitless imagination.

❑ **Curiosity
Showcases**



Summary:

- PINKO launched the 2024 CNY campaign to introduce the CNY exclusive items. The campaign included social videos, KVs, red packets with WeChat ads, and RED feeds to generate young consumers' interest toward New Year wishes #比心转运#.



SOCIAL VIDEO



CAMPAIGN KV



RED PACKET



WECHAT ADS & RED FEEDS

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) or WeChat account for more conversations!

Industry & Retail

- [Number of Hainan duty-free shoppers top 6.23 million in Jan-Nov](#)
- [Pragmatism reigns supreme as British businesses in China adjust expectations](#)
- [China embraces New Year's winter travel craze](#)
- [Hong Kong luxury retailers adjusting to drop in high-spending Chinese tourists](#)

Social & EC & Technology & Innovation

- [TikTok owner joins AI race with chatbot development platform](#)
- [WeChat live shopping GMV hits 100 billion RMB](#)
- [Alibaba reportedly injects 634 million dollar capital into Lazada](#)
- [China to contribute a third of global AI industry by 2035](#)

Key Players

- [Louis Vuitton Men's Pre-Fall 2024](#)
- [Chanel banks on Central China with new Zhengzhou store](#)
- [Pradasphere II exhibition opens in Shanghai](#)
- [Dior taps Mandopop singer Jay Chou as global brand ambassador](#)
- [Tiffany & Co opens new flagship store in Shanghai at Taikoo Li Qiantan](#)
- [Vuitton to stage next pre-fall, or Voyager, show in Shanghai in April](#)



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