

# Luxury Industry Insights & Best Practices

---

Powered by  Curio Eye

February 2024



# TABLE OF CONTENTS

---

- **Luxury Industry Trends**
  - Red: in Luxury Industry
  - Luxury Brands for Chinese New Year
- **Brand Highlights**
  - Curio Eye Brand Index: Top 10 Best Performing Brands
- **Campaign Best Practices**
  - Lululemon ft. Michelle Yeoh
- **Curiosity Showcases**





## ❑ Luxury Industry Trends

Red is becoming the dominant influencing platform in fashion and lifestyle category in general. Early February this year, Red and Vogue Business collaboratively curated a "2024 Luxury Trends Salon", inviting top influencing female speakers from the luxury industry, including actors, influencers, industry professional, media, etc. The gesture shows Red future strategic planning and dedication of its leading voice in luxury industry.



**Culture relativity** is the key word of luxury brands marketing for 2024 Chinese New Year. Getting further localized in CNY content, and deeper connected with Chinese audience, luxury brands are going all-in this dragon year with their brand content production, in collaboration with Chinese directors, artists, craftsman, etc. Short films are becoming a trendy format in the delivery.



Rimowa Short Film  
"The Dragon Roams Far and Wide, but It Never Leaves Our Minds" documented a family's journey to the West



Bottega Veneta Short Film  
"First Sunrise with You" by Chinese female director Jess Zou, starring by Qi Shu.



Maison Margiela Short Film  
"The Same Way Home" ft. Xiaowen Ju, recorded her collections of childhood memories on the way home.



Canada Goose x Panda Mei  
The capsule collection in collaboration with designer Panda Mei from Dali, Yunnan



BVLGARI x Pan Hu  
Co-creating the BVLGARI dragon totem with Chinese artist Pan Hu

## Gamification for the Festive Season

- WeChat mini-program gamification engagement were still well-received by the digital audience. This year more advanced technology was applied to the game experience that refreshed the users eyes. Versace's Runway game utilized visual capture technology to detect player's eye blink.

### Versace - Runway Game

Players blink to pick up the golden coins along the runway



Homepage  
Camera access  
requirement

Game page  
Visual capture

Result page  
Red packet cover  
claiming

### Harrods - "Pac-Man" Game

Explore the department store in a fun and reminiscent way



Homepage  
Department storefront

Game page  
Cross section of the  
Harrods building

Result page  
Unlock the red packet  
covers

Chinese New Year 2024 is in early February. Majority of the brands have started their CNY campaigns in January. As in February, brands were wrapping up their campaigns with new year greetings and some gamification engagement as it was getting closer to the festival.

## Red Packet Covers

- Red Packets are still one of the most engaging tactic for CNY greetings. Over the past years, Chinese consumers has been cultivated to collect Red Packet covers from their favored brands.



**BALLY**  
Dragon pattern featuring Chinese ink painting style



**Harrods**  
Unusual CNY color palette utilization (brand color implementation best practice)



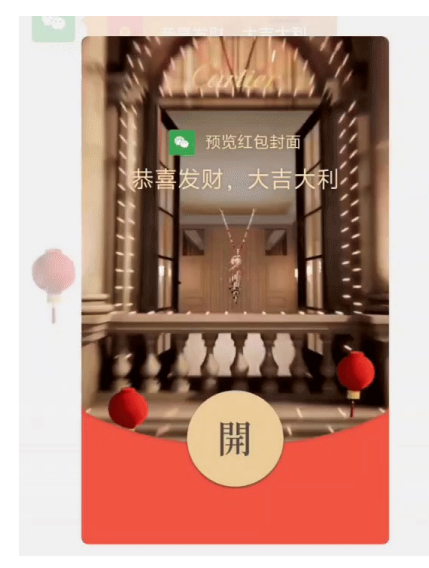
**Christian Louboutin**  
3D origami dragon design with Out-of-frame format



**Gianvito Rossi**  
Dragon image & product integrated cover



**BVLGARI**  
Motional dragon effect with LNY wishes



**Cartier**  
Out-of-frame motion elements (Paid media only)



## □ Brand Highlights

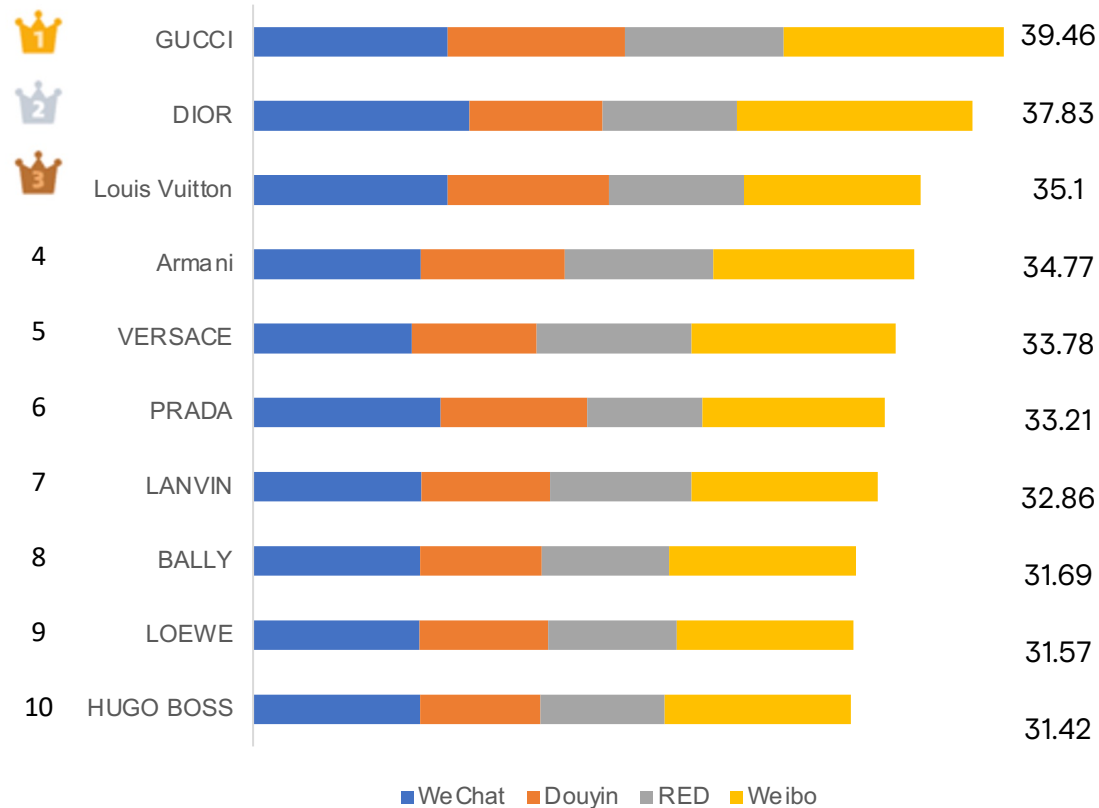
\*Based on the Top 10 best performing brands of Luxury Industry Trends



# 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 February were **GUCCI**, **DIOR**, and **LOUIS VUITTON**.

Brand ambassadors Xiao Zhan attending **Gucci** FW24 Show in Milan drove great attention on social platforms. Gucci's SS24 women collection also received great attention due to celebrities' effect.

**Dior** Paris debut of its FW24 Womenswear .

**Louis Vuitton** February traffic was driven mostly through new product launches (bags and speaker), as well as its Chinese New Year film short film

**VERSACE**, **BALLY**, and **LANVIN** popped up in the Top 10 in February.

VERSACE announced new brand ambassador Yizhuo Ning, together with Rosy Zhao put the brand under spotlight in February.

- FW24 Milan Show



**Highlights:**

Gucci FW24 Milan Show takes over the majority of the brand's February traffic and attention, with brand ambassador Xiao Zhan attending, and a series content of him were launched on China social.

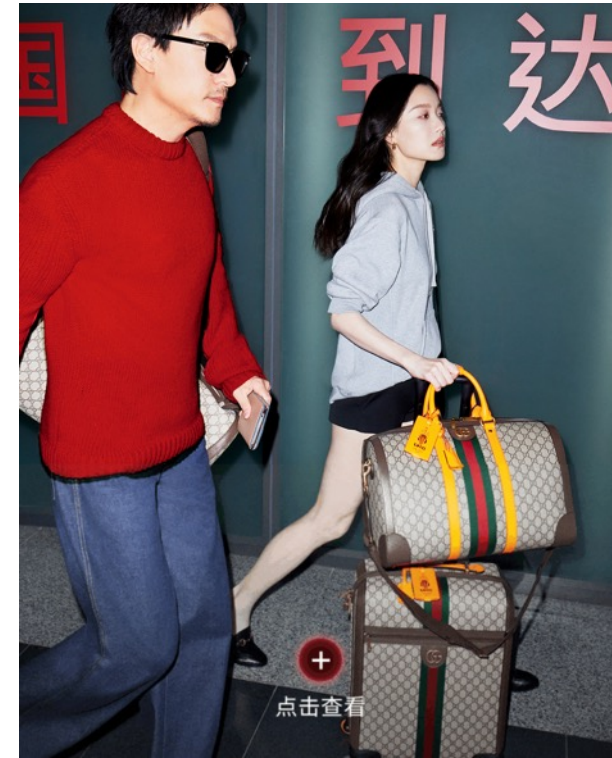


- 2024 CNY Campaign



**Highlights:**

For CNY, Gucci launched short film of returning home featuring its luggage collection, starring by Zhang Zhen and Ni Ni.



## • FW24 Womenswear Paris Show

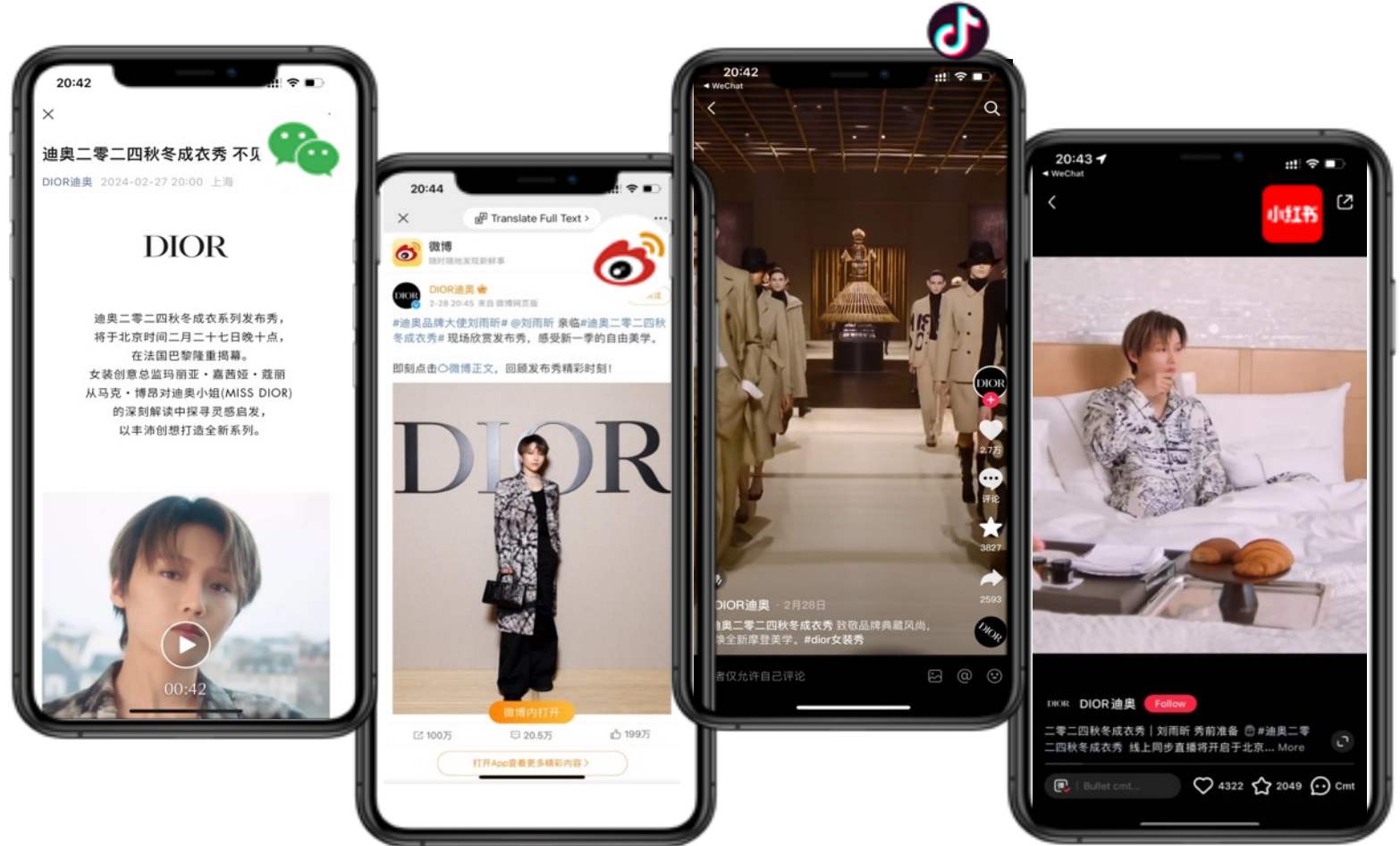
### Highlights:



Dior debut its FW24 Womenswear show in Paris, inviting its brand ambassador Liu Yuxin.

There were a full series content created along her trip in Paris, inviting her fans to come and join along.

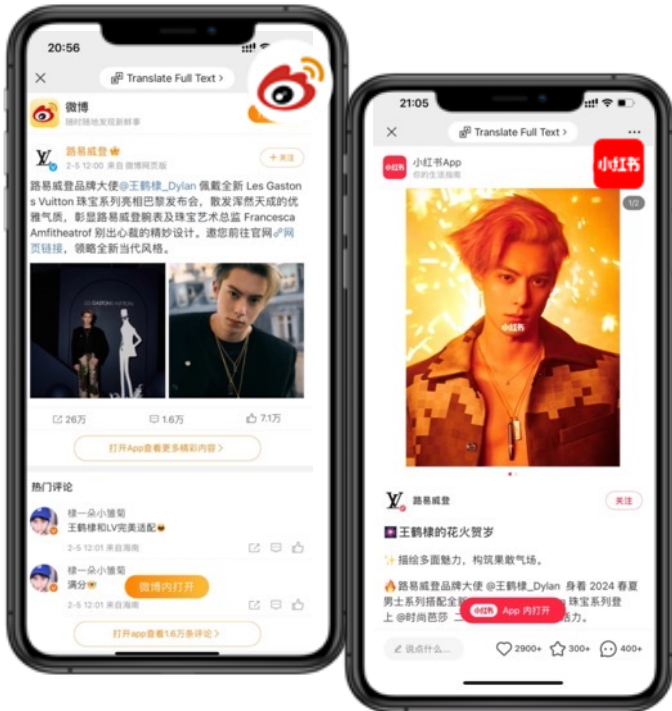
The series of content received millions of impressions.



- Brand Ambassador

### Highlights:

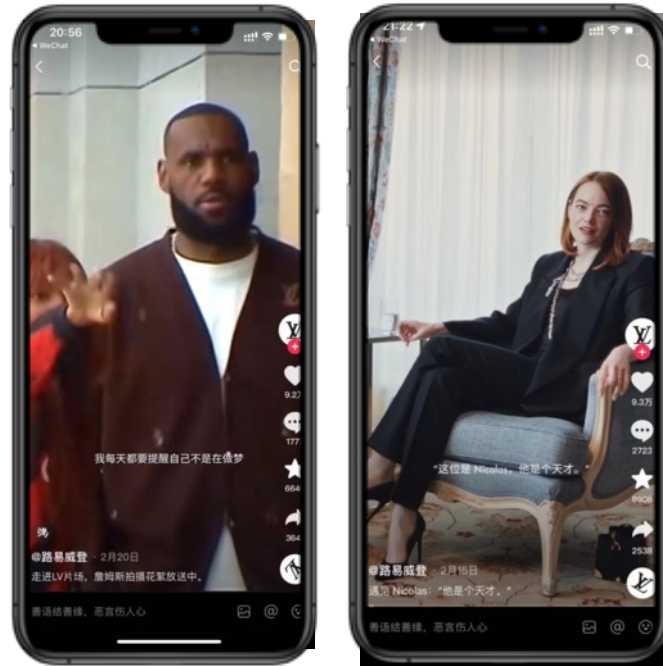
Louis Vuitton keeps the brand ambassador, Wang Heli's news concentrated on Weibo and a little on Red. He was featured on a few occasions, jewelry event attendance, SS24 collection featuring, etc.



- Global Content

### Highlights:

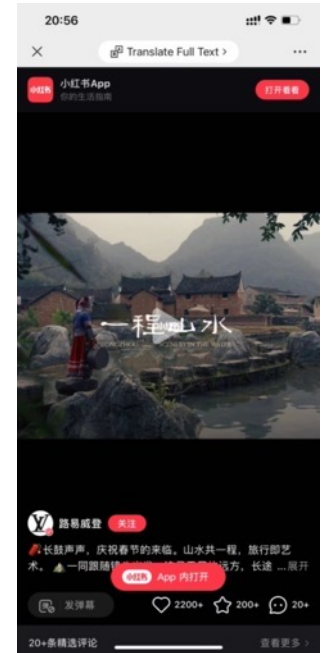
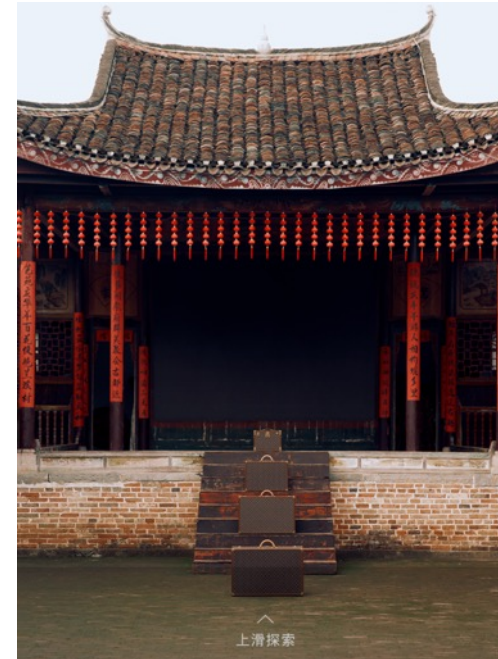
Top ranked videos on Douyin were mostly global content that featured celebrities that Chinese audience are mostly familiar with. LeBron James and Emma Stone bts videos received the most engagement.



- 2024 CNY Campaign

### Highlights:

Louis Vuitton and Wallpaper co-created the CNY short film, documented the new year's spirit in ancient Chinese cultural village through the cinematic lenses.



- Emporio Armani SS24 Menswear



### Highlights:

Emporio Armani featured brand ambassador Yiyang Qianxi and Hu Ge in its SS24 Menswear commercials on WeChat, Weibo and Red.



- Emporio Armani SS24 Eyewear



### Highlights:

The campaign was named as "Yee's Vision" to feature Armani ambassador Yiyang Qianxi.



- Ambassador Announcement



**Highlights:**

VERSACE announced its new global brand ambassador Ning Yizhuo.

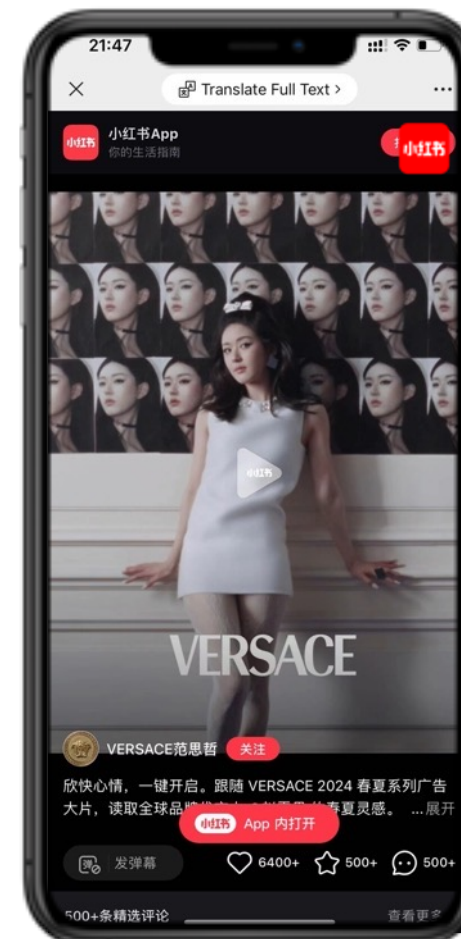
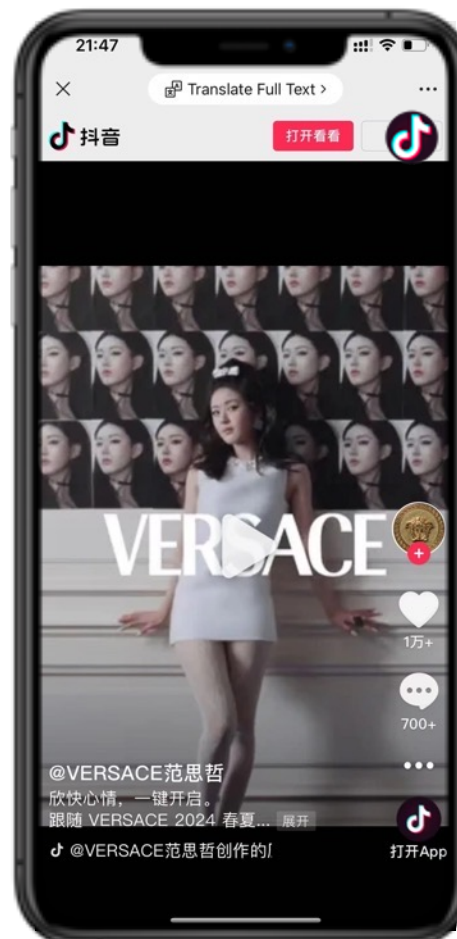


- SS24 Ft. Dili Reba



**Highlights:**

VERSACE has been promoting its SS24 collection featuring the brand ambassador Dili Reba.



❑ **Campaign Best Practices**



Not exactly a “luxury” brand case, but the Lululemon x Michelle Yeoh Lunar New Year Capsule collection campaign went viral in both sports and fashion industry. Through a cinematic short film—exploring the idea of wellbeing, the campaign perfectly fit Michelle’s martial arts background of Wing Chun into the Spring Festival season through the lens of Eastern culture.

## Creatives of the Month – Lululemon Wing Chun Campaign





## Spotlight

### The Perfect Example of Working with Brand Ambassador

- The brand campaign key message of “welcoming new spring” perfectly aligns with the martial art Wing Chun and the CNY season.
- Michelle Yeoh’s appearance in the campaign only enhances the message, which is why the audience takeaway of the campaign is brand message in stead of the brand ambassador.

### Product Alignment

- The campaign also incorporate the CNY capsule collection in a not only highly aesthetic but also culturally relevant setup. Both martial arts and the contemporary dancing showcased the products versatility and comfortless.

Topic #LululemonWingChun  
4.69M impression on Red

# lululemon新春咏春

468.9 万浏览

☆收藏

最热 最新



《新春，咏春》主题短片

lululemon 2013

在线征集 | 新春伊始，快和我们一起找春天

lululemon 214



《新春，咏春》幕后特辑

lululemon 1899

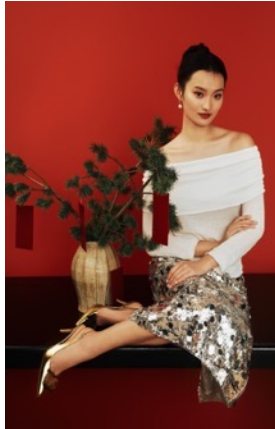


❑ **Curiosity  
Showcases**



Gianvito Rossi CNY campaign was under an aligned theme “Shine Like No Others” keen on promoting the two hero styles in gold color. Curiosity curated a series of online assets including cooperated with twin sisters who are known as independent models and fashion influencers on a local shooting & RED exposure, as well as WeChat Red Packet cover, lively greeting poster and ads across platforms.

## Local Production & Shooting



## Greeting & Red Packet Cover



# Melissa: The Ballet "IT" Look

Melissa has successfully created trendy topic all over China social media with Rosy latest look featuring Melissa's ballet shoes. The topic made the ballet shoes a must-have in spring OOTD.



Fashion accounts are massively spreading the trend



Topic #RosyInBallet-theITLook  
Top 5 on Weibo Hit topics

The Bicester Collection launched its Travel Quiz campaign during the holiday season – through the interactive quiz gamification, it reinforced the Bicester destination storytelling, and successfully packaged the Bicester trips as a wholistic experience. **It is a quiz by the look, but a travel guide by the core.**

There was a total of **107M campaign impression**, with **49,777 audience** participated in the game.



Homepage

Question Page

Pop-up Window  
Recommended Destination

Pop-up Window  
Red Pocket Claiming

Result Page  
Curious Nature Explorer

Part 2 of the Bicester Collection CNY campaign successfully collected the audience interested from phase 1, with further dive into each village special offer during the holiday.



Campaign KV



Village LNY Offer &  
Village Brief  
Introduction



Luxury Boutique Products



Premium Boutique Products



Partnership Offers & Village Services

## 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](mailto:curiositychinabyfarfetch@farfetch.com)) or WeChat account for more conversations!




# THANK YOU!

CURIOSITYCHINA  
by FARFETCH



 @CuriosityChina

 @CuriosityChina



[curiositychinabyfarfetch@farfetch.com](mailto:curiositychinabyfarfetch@farfetch.com)