

Luxury Industry Insights & Best Practices

Powered by  Curio Eye

March 2024



TABLE OF CONTENTS

- **Luxury Industry Trends**
 - Xiaohongshu Fashion Movements & International Women's Day Highlights
- **Brand Highlights**
 - Curio Eye Brand Index: Top 10 Best Performing Brands
- **Campaign Best Practices**
 - Gucci Ancora & LOEWE Crafted World





❑ **Luxury Industry Trends**

Continuing from February's collaboration in Shanghai, **Vogue Business** in partnership with **Xiaohongshu** held the “**China Digital Excellence Summit**” earlier this month during Paris Fashion Week. The event, which welcomed over a hundred esteemed guests from across Europe and China, was held at the opulent Shangri-La Paris and featured guest speakers from Mugler, Moët Hennessy, ba&sh, Launchmetrics and Ogilvy.



The 3rd XHS Fashion Week took place on 23rd to 24th of March in Shanghai. The official fashion accounts livestreamed the runway show, featuring professional explanation by fashion KOLs, the platform also offered a "see now by now" service, displaying purchase links for 180 items during the runway livestreaming.

All the brands participated the show this years are REDlable brands authrized by the RED ecom channels. The total amount of participations has increased fourfolds campared with last year.



Creative "long underwear" as fashion show invitation



UGC content by XHS studio

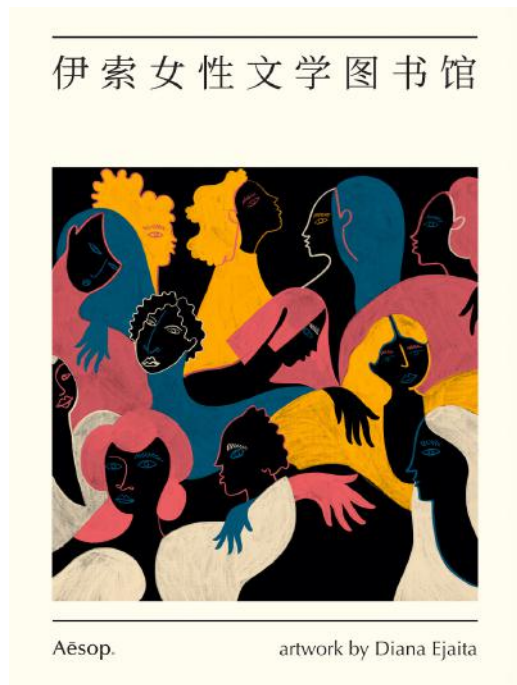


Invited KOLs, brand founders, and other non-traditional models to participate in the runway show

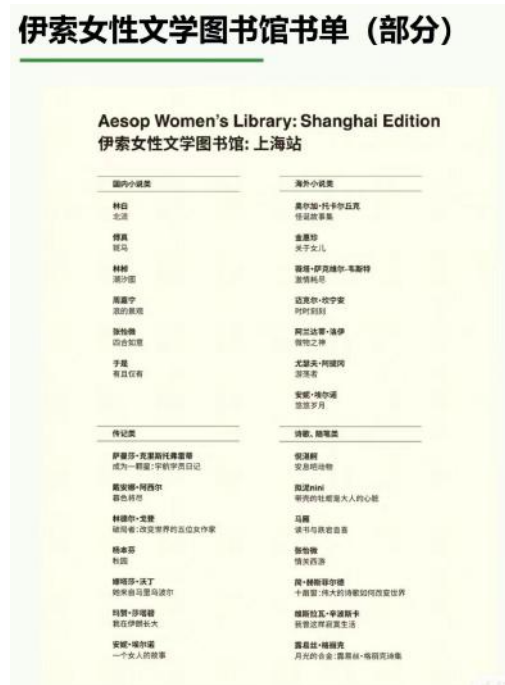
From March 2nd to 17th, Aesop launched the "Tale of Two Cities" women-themed pop-up library in Shanghai and Guangzhou.

Aesop removed all products displays from their stores and replaced them with a tasteful selection of books by female authors or related to women's themes. The Library aimed to create a unique platform for highlighting the talents of female. Visitors were allowed to take home a without purchasing.

By adopting this branding approach, Aesop again, won their main target female consumer by hearts. At the same time, the brand inspired new paths for the integration of retail spaces with cultural education.



The campaign key creative featured female artist



Aesop Picks of Books



The library display



Digital library adaptation with main chinese podcast platforms

ARC'TERYX launched short movie "Her pathway into the mountain" for this year International Woman's Day. In the movie, three women wearing the soft-shell outer layer of Arc'Teryx, starting a hiking journey on the ancient Tea-Horse Trail, connecting with minority cultures with their footprints, and starting an in-depth dialog with the mountains and the wilds with their soft and empathetic empathy for the power of women in the region. The filming crew followed the hikers 48 hours straight under the high latitude shooting environment.

For earlier years, ARC'TERYX often tell the women stories featuring the "hard" shell products, highlighting the female power; the brand went opposite this year addressing the "being soft is an empowering strength".



The Tea-Horse Trail Hike



The three female hikers



Engaging with the minority cultures along the way



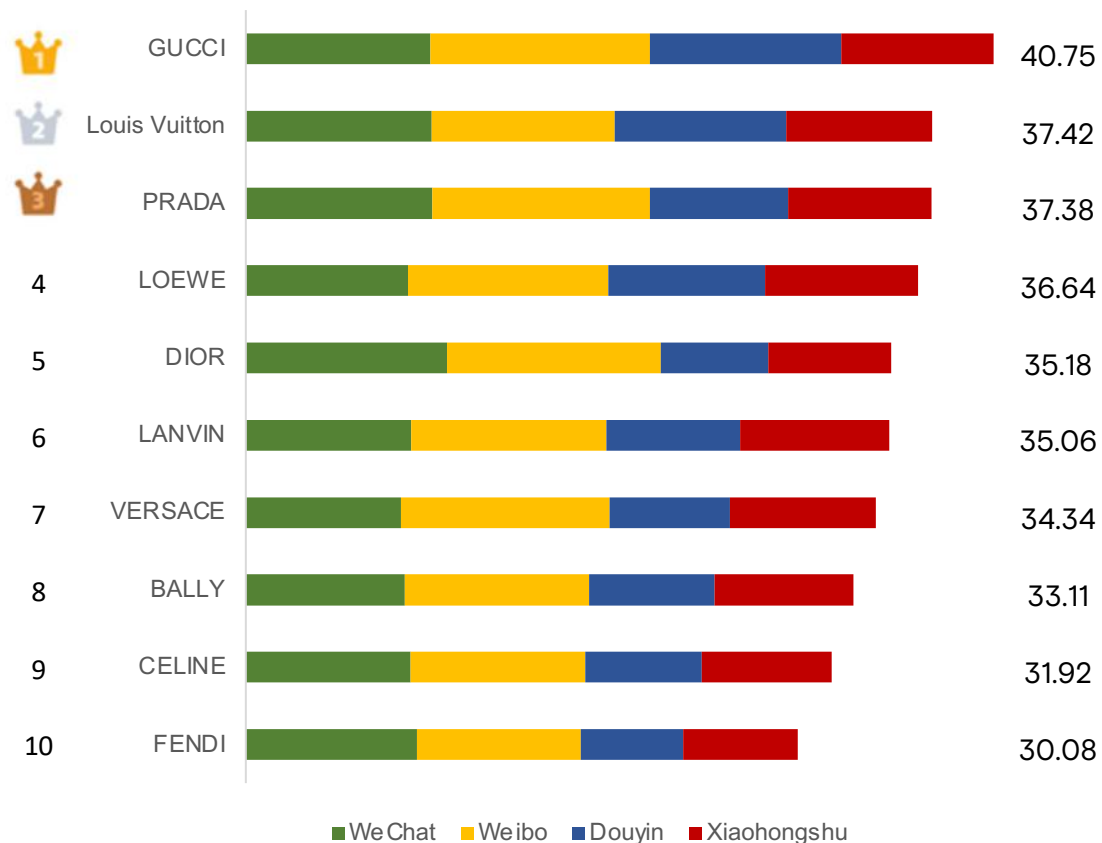
❑ Brand Highlights

*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 January were **GUCCI**, **LOUIS VUITTON**, and **PRADA**.

#GUCCIANCORA created huge social buzz overall, standing out from the luxury brands social performances. The buzz came from the offline brand popups, #AncoraRed going viral, top celebrities and influencers endorsement, the film of "Who is Sabato De Sarno?" etc.

LOUIS VUITTON Women's Fall-Winter 24 show in Paris received great attention with brand ambassador Liu Yifei and Song Qian's participation.

PRADA ambassador Tan Jianci was featured by PRADA SS24 Man's collection that received significant feedback.

LOEWE "Crafted World" brand exhibition in Shanghai contributed to the most volume in March, together with brand ambassador Yang Mi's visit with Jonathan Anderson.

Dior's March social traffic was mostly contributed by its brand ambassador's Liu Yuxin's appearance and participation in its Villa Dior high jewelry and watch launches.

- GUCCI ANCORA ft. Xiao Zhan

Highlights:

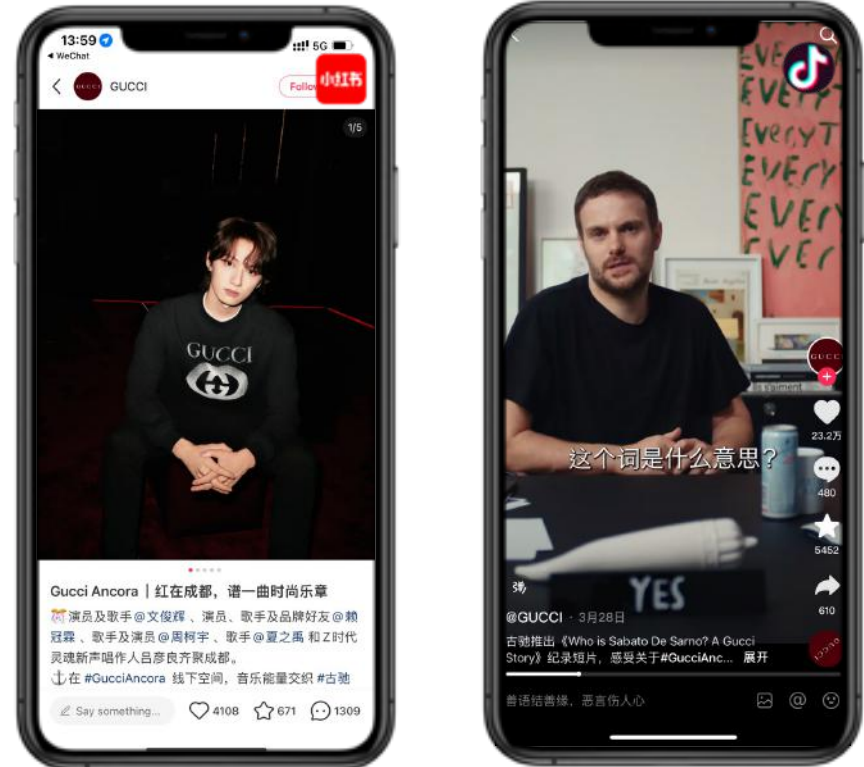
Gucci Ancora takes over social media in March. Top performing social posts mostly contributed by Gucci's Ambassador Xiao Zhan's participation in the collection and campaign.



- Ancora Pop-ups and the Movie

Highlights:

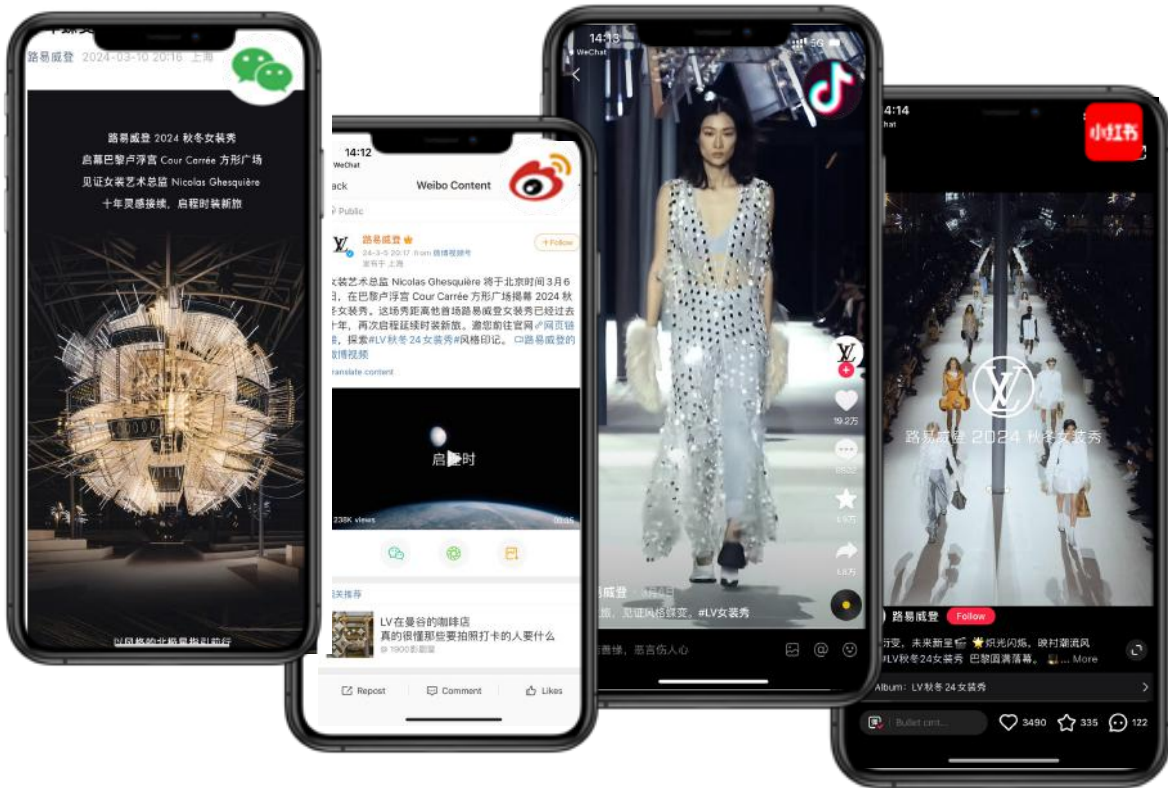
In addition, the four pop-ups in Beijing/Shanghai/Chengdu/Shenzhen all welcomed brand ambassadors and celebrity friends visit that created huge discussion on social media. The brand film "Who is Sabato De Sarno? A Gucci Story" performed really well on Douyin.



- GUCCI ANCORA ft. Xiao Zhan

Highlights:

Louis Vuitton's women's FW24 show in Paris, marked 10 years anniversary since Creative Director Nicolas Ghesquiere's first show with Louis Vuitton. The brand covered the show warmup, with the entire show promoted on video platforms, along with ambassadors' amplification on social media.



- Louis Vuitton's High Watchmaking

Highlights:

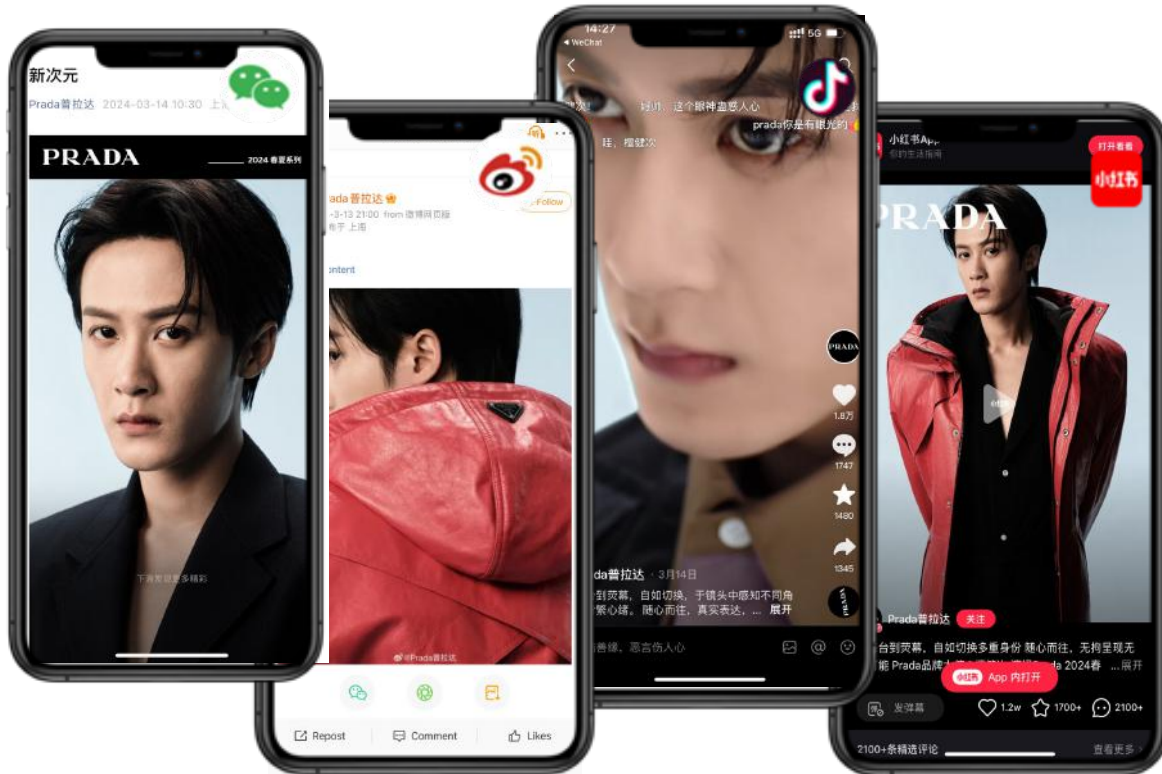
It wasn't common for Louis Vuitton to launch watch related content on social. However, this specific high watchmaking film by Louis Vuitton received great engagement on social.



- PRADA THE GENERATION-CI

Highlights:

PRADA featured its Men's SS24 Collection with a dedicated feature with ambassador Tan Jianci, naming the campaign as Generation-Ci (新次元).



- Prada Buckle Bag

Highlights:

The New Prada Buckle Bag was an important handbag piece from SS24 collection. With celebrities' endorsement, the bag received high engagement on Xiaohongshu in March.



- THE "CRAFTED WORLD" EXHIBITION IN SHANGHAI



Highlights:

This is the first brand exhibition since the start of the fashion house. Along with the offline pop-up, LOEWE launched the pronunciation challenge of the brand name "Lo-WEH-VAY" connecting its Chinese and Global ambassadors.



- The Brand Ambassador Yang Mi's Interaction with Johnathan Anderson



Highlights:

From Paris Fashion Week, to the Brand Exhibition in Shanghai, the continuously interaction between LOEWE's brand ambassador Yang Mi and its Creative Director Johnathan Anderson kept people talking on social.



- VILLA DIOR ft. Liu Yuxin

Highlights:

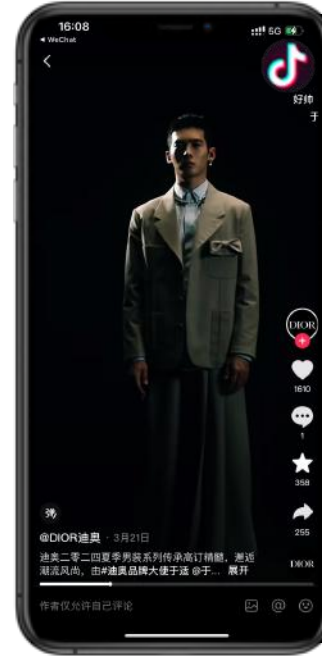
VILLA DIOR, the high jewelry and watches collection was launched in Xiamen. Brands ambassador Liu Yuxin's, along with many other celebrities and influencers attendance, drove the main traffic to Dior social this month.



- SS24 Menswear ft. Yu Shi

Highlights:

Dior SS24 Menswear featured Yu Shi in their key social visual content, well received on Douyin and Xiaohongshu.



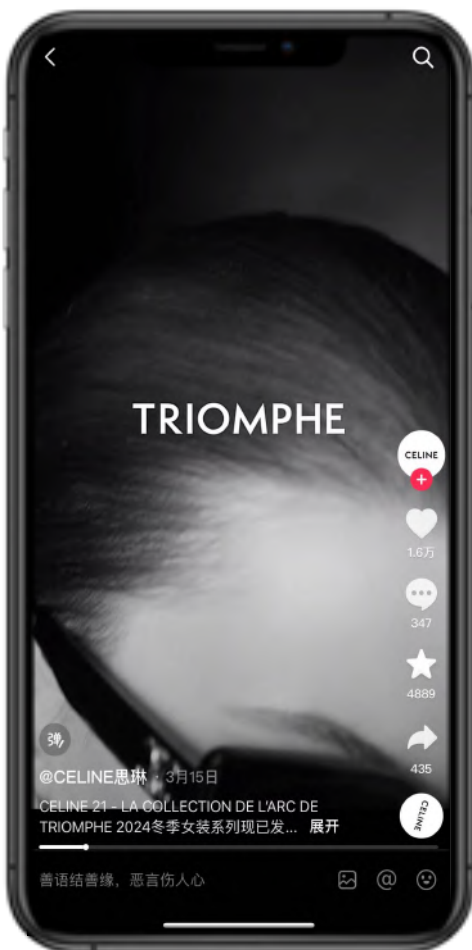
- LANVIN LAB x FUTURE ft. Cheng Yi
- BALLY SS24 ft. Wang Yuan



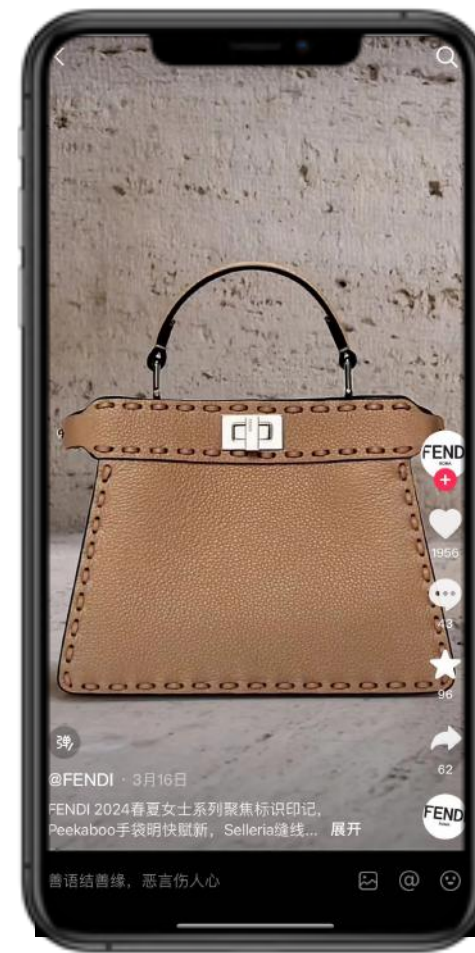
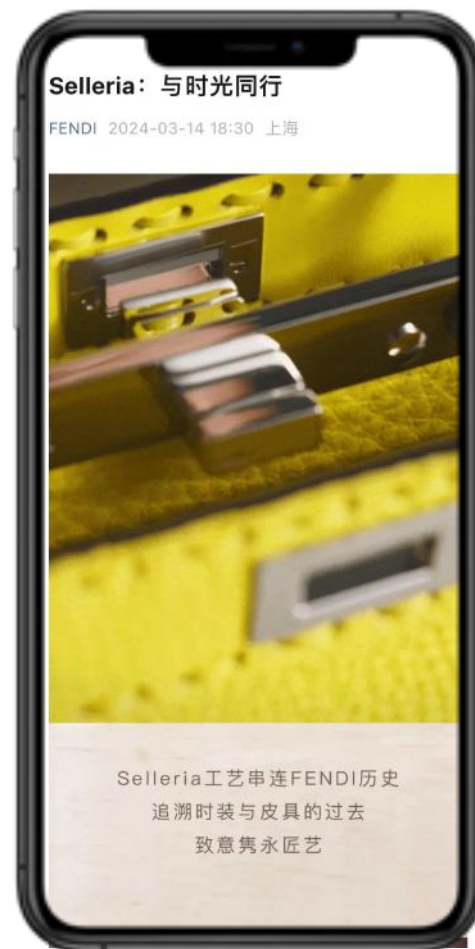
- VERSACE MACAO HOTEL OPENING
- ANNOUNCEMENT OF FRAGRANCE AMABASSADR BAI JINGTING



• CELINE TRIOMPHE BAG LAUNCH



• FENDI SELLERIA TOPSTITCHES PEEKABOO



❑ Campaign Best Practices



Gucci launched the Gucci Ancora collection in China. The integrated campaign featured four offline popups (Beijing/Shanghai/Shenzhen/Chengdu), Creative Director Sabato De Sarno's visit, accompany with artists collab, blue-bottle coffee collab, celebrity and influencers PR events, and significant digital/social amplification. It was a bold move for brand to launch offline popup on this scale level in multiple metropolitan cities simultaneously, but it was an obviously a success one.

Social side, "Ancora Red" made onto the most viral fashion topics of the month. People are discussing how hard to get into the popup due to its forever-long lineup.



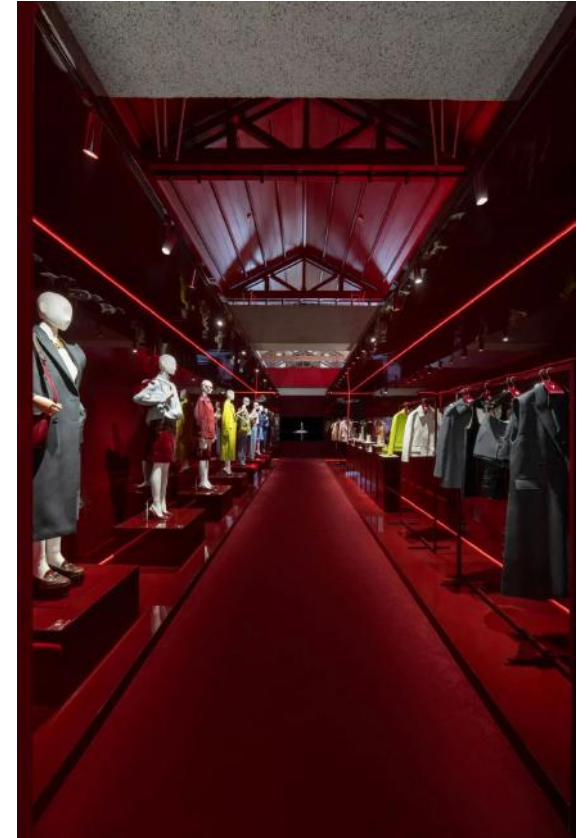
Ancora Shanghai



Ancora Shenzhen



WeChat Mini-Program
Booking



The Collection



Brand ambassadors and friends visiting - created further discussions on social media



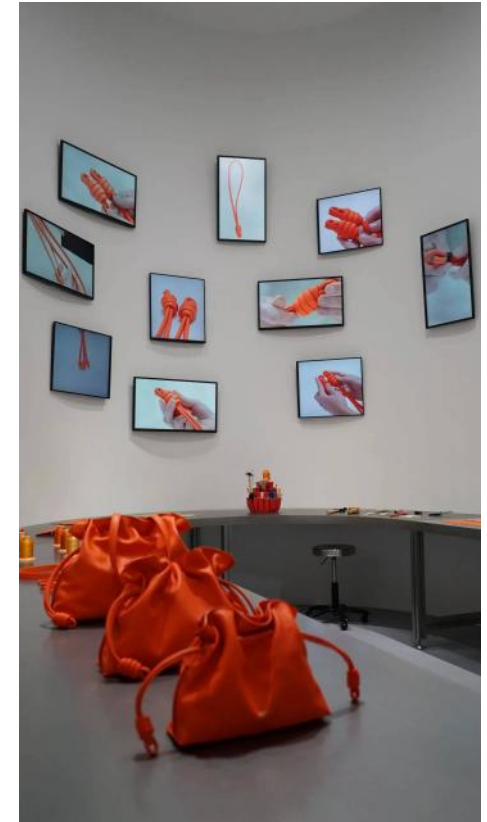
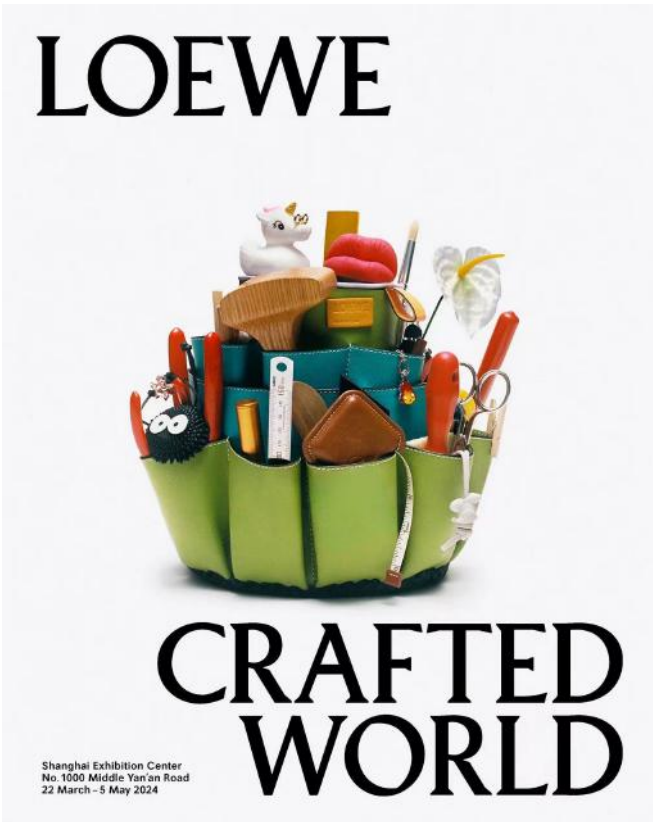
The Blue Bottle x Ancora Collab went viral on Xiaohongshu



Sabato De Sarno visited Donghua University, having a dialogue with former editor-in-chief of Vogue China, now fashion investor Angelica Cheung

From March 22nd to May 5th Loewe debuts its “Crafted World” in Shanghai, curated by creative director Jonathan Anderson. The exhibition not only showcasing the fashion history and craftsmanship of the Spanish house, but also revisited the in-depth connections with art, nature, humanity, along the brand evolving journey.

This is LOEWE first brand show since the start of the house in 1846. Shanghai is the first stop of the exhibition tour.



Brand marketing: sustained, holistic, immersive

- Brand campaigns are no longer one-off events, consumers are looking for more sustained story-telling and holistic brand image.
- Immersive offline experience is good chance to engage with consumers and create deeper connection.

Brand storytelling in local context

- Culturally relevancy is a must-have in brand communication.
- Appreciation of tradition and speaking the language of gen-z generation – “what’s fun for them”, “what’s relevant to them”, “what they appreciate” and “want to share on social”, all these questions need to be carefully thought through.
- China, especially Shanghai, is becoming one of the most important brand marketing metropolitan in the world. The city is saturated with commercial events, it will take extra to stand out.



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!




THANK YOU!

CURIOSITYCHINA
by FARFETCH



 @CuriosityChina

 @CuriosityChina



curiositychinabyfarfetch@farfetch.com