

Digital Luxury
Group.



THE WORLD LUXURY INDEX™ China

TOP 50 MOST-SEARCHED FOR LUXURY BRANDS IN CHINA



Photo Source: gokatayama

Shanghai, 25 April 2012

In partnership with: LUXURYSOCIETY

A new luxury benchmark is born.

Created as a way to provide luxury brands with a standardized way of measuring brand interest at an international level, Digital Luxury Group, in partnership with Luxury Society, unveils:

The World Luxury Index.

An international ranking and analysis of the most searched-for brands within the luxury industry.

China takes the Stage.



“By 2015, China is expected to surpass Japan as the world's number 1 luxury market, accounting for more than 20% of the global demand.”

~ McKinsey Insights China, 2011

With new statistics on the luxury industry in China being shared each day, the time is right for a standardized benchmark. Introducing The World Luxury Index **China...**

The World Luxury Index China.

Covering:

400+ brands

150 million+ searches*

6 Key
Segments



Cars



Fashion



Beauty



Hospitality



Jewelry



Watches

Unbiased insights from the top
search engines in China:



* From November – December 2011

WHAT ARE THE MOST SEARCHED LUXURY BRANDS IN CHINA?



Top 50 Most-Searched For Luxury Brands in China.

1 Audi 奥迪	26 Swarovski 施华洛世奇
2 BMW 宝马	27 Maserati 玛莎拉蒂
3 Louis Vuitton 路易·威登	28 Armani 阿玛尼
4 Mercedes Benz 梅赛德斯-奔驰	29 Prada 普拉达
5 Chanel 香奈儿	30 Longines 浪琴
6 Lexus 雷克萨斯	31 Bentley 宾利
7 Estée Lauder 雅诗兰黛	32 Tiffany & Co. 蒂芙尼
8 Dior 迪奥	33 Rolls Royce 劳斯莱斯
9 Porsche 保时捷	34 Jaguar 捷豹
10 Lamborghini 兰博基尼	35 Biotherm 碧欧泉
11 Lancôme 兰蔻	36 Omega 欧米茄
12 Volvo 沃尔沃	37 Versace 范思哲
13 Hermès 爱马仕	38 Sheraton 喜来登酒店
14 Chow Tai Fook 周大福	39 Lincoln 林肯
15 Infiniti 英菲尼迪	40 Clarins 娇韵诗
16 Land Rover 路虎	41 Acura 讴歌
17 Ferrari 法拉利	42 Moncler 蒙口
18 Clinique 倩碧	43 Borghese 贝佳斯
19 Gucci 古驰	44 Benefit 贝玲妃
20 Cadillac 凯迪拉克	45 Hilton 希尔顿酒店
21 Cartier 卡地亚	46 Rolex 劳力士
22 Burberry 博柏利	47 Anna Sui 安娜苏
23 Shiseido 资生堂	48 Salvatore Ferragamo 菲拉格慕
24 Coach 蔻驰	49 Guerlain 娇兰
25 Maybach 迈巴赫	50 Intercontinental 洲际酒店

By Luxury Segment.



CARS



FASHION



BEAUTY



HOSPITALITY



WATCHES



JEWELRY

#1



#2



#3



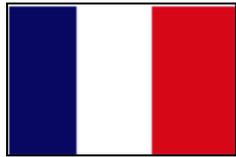
European brands shine.

Overall, Chinese consumers show a strong interest for brands originating from Europe, comprising of 78% of the total searches:

TOP 5 COUNTRIES OF ORIGIN



32.8%



22.08%



12.20%



11.72%

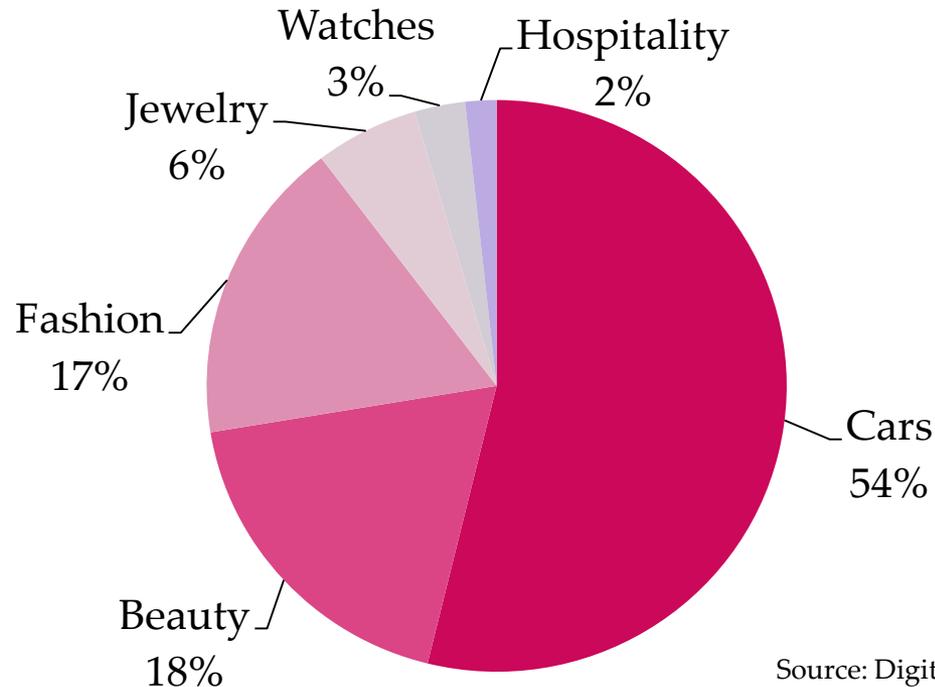


7.29%

Automobile searches lead.

Cars make up an impressive 54% of total searches for luxury brands in China:

BREAKDOWN BY SEGMENT



Source: Digital Luxury Group

WHAT AUTOMOBILE BRANDS ARE THE MOST SEARCHED IN CHINA?



INSIGHT #1: Luxury on the road.

Audi is the most sought after luxury brand in China, with BMW closely following in 2nd place.

Chinese consumers search extensively for cars, representing 18 of the top 50 most searched for luxury brands.



The Audi A4



The Audi A6

Top two most-searched Audi models in China.

INSIGHT #1: Luxury on the road.



AUDI IN CHINA

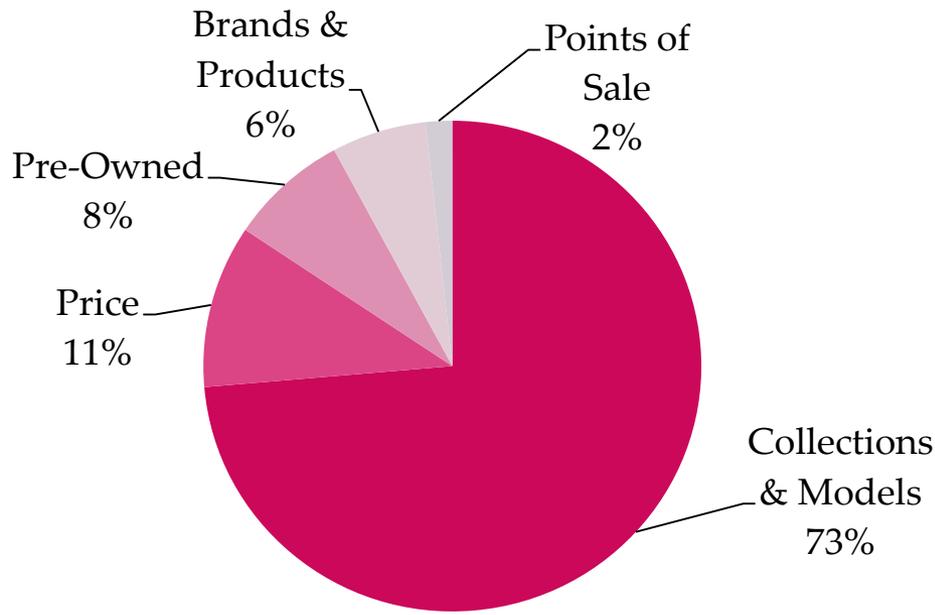


- Entered China in 1988 through a strategic cooperation with a government-owned company
- This relationship with the government made Audi a major player in the market
- Audi now produces the A6L and A4L sedans, as well as the Q5 SUV, in China and imports a slew of models such as the A8, Q7, A7, A3, TT and R8.¹

INSIGHT #1: Luxury on the road.

75% of Audi-related searches in China are for specific car models:

BREAKDOWN OF SEARCH INTENTIONS FOR AUDI



Source: Digital Luxury Group

TOP AUDI MODELS

A4	22.40%
A6	22.04%
A8	10.33%
Q5	9.22%
A3	7.52%
TT	7.39%
A5	7.27%
Other	13.84%

WHAT ABOUT CHINESE BRANDS?



INSIGHT #2 Chinese brand stars in Jewelry.

Out of 85 brands analyzed, Chinese brand Chow Tai Fook is the most searched-for jewelry brand in China, far surpassing 2nd and 3rd ranked brands, Cartier and Swarovski:

#1



#2

Cartier

#3



INSIGHT #2 Chinese brand stars in Jewelry.



CHOW TAI FOOK



- Chow Tai Fook, has more than 1,500 watch and jewelry outlets across 320 cities in China, Hong Kong, and Macau. Cartier has about 300.
- Over 70% of revenues are from products in a price range of HK \$2,000 (\$250) to HK \$100,000 (\$13,000)²

HOW DO CHINESE SEARCH FOR LUXURY BRANDS?

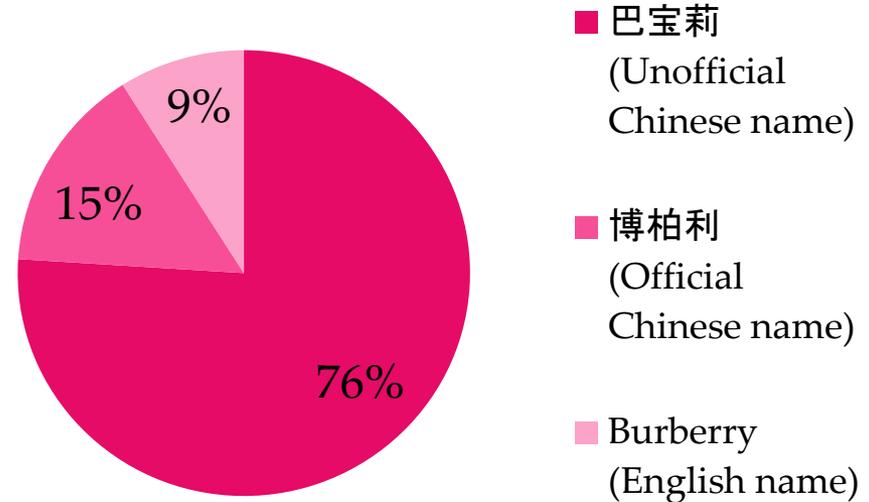


INSIGHT #3 Impact of language differences.

Unlike the other parts of the world, Western brands in China often find that the public calls the brand something other than the official name. This is illustrated by looking at the names used when Chinese search for Burberry:

BURBERRY

BREAKDOWN OF SEARCHES BY
BRAND NAME



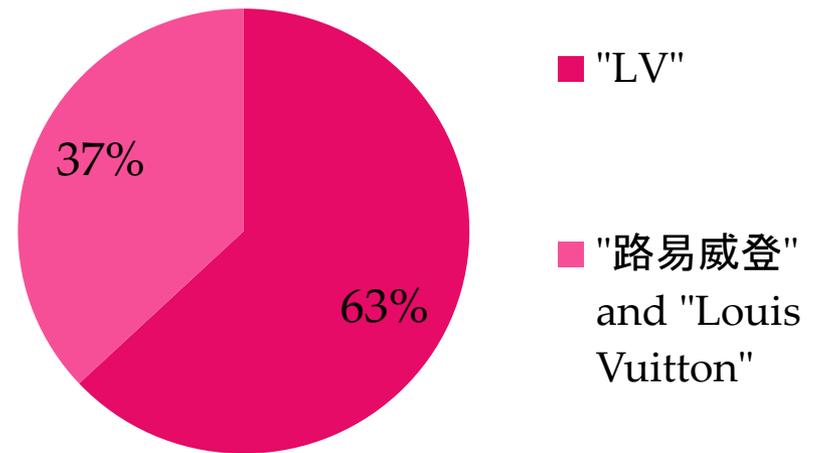
Source: Digital Luxury Group

INSIGHT #3 Impact of language differences.



Some brands are more recognized for shortened versions of their official names:

63% of searches for Louis Vuitton were made using "LV" instead of "Louis Vuitton"



Source: Digital Luxury Group

INSIGHT #3 Impact of language differences.



Other brands have adapted their names to paraphrases instead of using a literal translation of their brand name, to resonate more closely with Chinese consumers

For example: Hermès in Chinese [爱马仕] means “an elegant man who loves horsing” and Land Rover [路虎] means “a tiger on the road.”

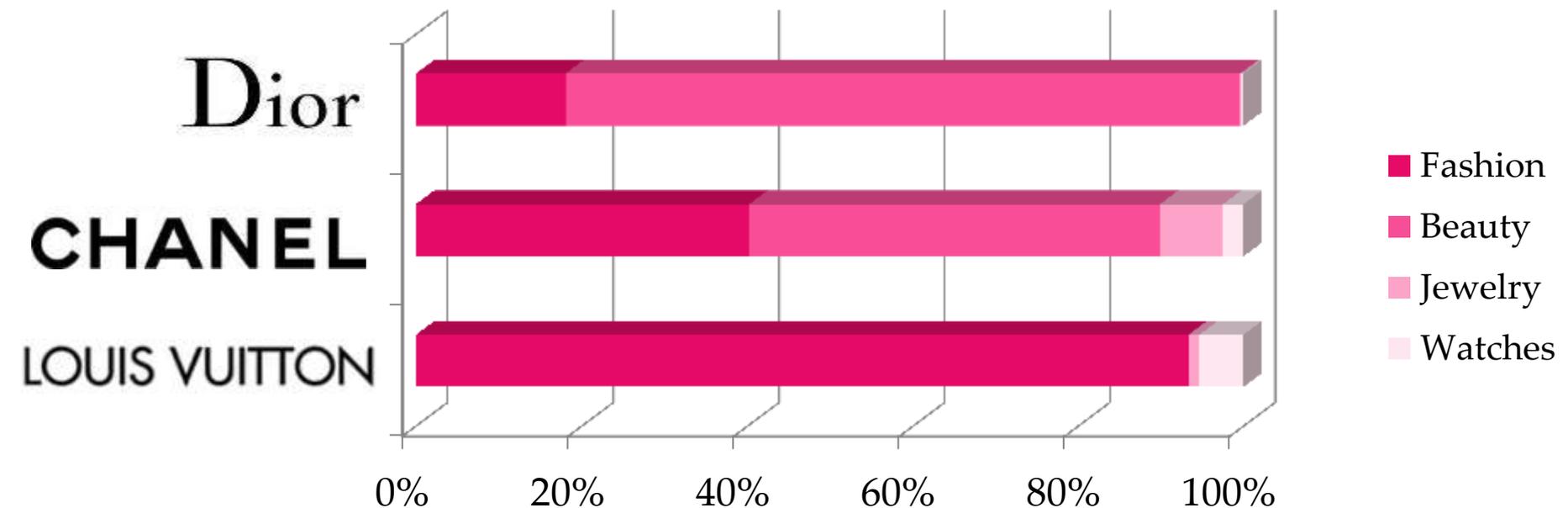


HOW ARE THE BIGGEST NAMES IN FASHION VIEWED IN CHINA?



INSIGHT #4 Top fashion brands show different strengths.

The top 3 most-searched fashion brands in the Top 50 ranking, Louis Vuitton (#3), Chanel (#5), and Dior (#8) each lead through different segments:



Source: Digital Luxury Group

INSIGHT #4 Top fashion brands show different strengths.

A look at the most popular product-related keywords in Baidu for these three brands uncovers further insights:

LOUIS VUITTON



1. 皮夹 LV wallet
2. Louis Vuitton bags
3. Louis Vuitton handbags

CHANEL



1. 香奈儿香水 Chanel perfume
2. 香奈儿包包 Chanel bags
3. Chanel Bags

Dior



1. 迪奥香水 Dior perfume
2. 迪奥真我香水 Dior J'adore perfume
3. 迪奥香水价格Dior perfume price

Interestingly, Dior is most recognized for its fragrances, which come in at a potentially lower price point than the handbags and accessories which Louis Vuitton and Chanel are better known for. This may point to a possible difference in brand revenues.

WHAT ARE THE BIGGEST SURPRISES ?



MONCLER

INSIGHT #5 Surprises Abound.



Borghese, a beauty brand not particularly well-known in the US and Europe is fascinatingly strong in China

Ranked #43, Borghese surpasses other notable beauty brands Benefit and Guerlain

Thanks to its highly regarded face masks, Borghese, has been the talk of beauty forums and blogs even long before the brand's official entry into the Chinese market



INSIGHT #5 Surprises Abound.



French outerwear brand, Moncler, ranks a surprisingly strong #42, surpassing long-established brands like Rolex and Ferragamo

Thanks to its sponsorship of the TV series *Naked Wedding* (裸婚时代) which achieved massive popularity in China throughout 2011, Moncler has captured the interest of luxury shoppers



ABOUT.

The World Luxury Index is an international ranking and analysis of the most searched-for brands within the luxury industry. Covering over 400 brands within six key segments (fashion, beauty, jewelry, cars, watches, and hospitality) in ten key luxury markets, the World Luxury Index provides insights on the unbiased search inputs coming from global luxury consumers in the world's top search engines (Google, Bing, Baidu, Yandex). The result is a one-of-a-kind benchmark of the luxury brands capturing the attention of luxury-minded consumers around the world.

Digital Luxury Group has a history in luxury industry market intelligence. Since 2004, the WorldWatchReport™ has provided the luxury watch industry with unmatched insights and garnered attention from the world's leading publications:



ABOUT.

Digital Luxury Group.

www.digital-luxury.com

With offices in New York, Geneva, Shanghai, and Dubai, Digital Luxury Group (DLG) is the first international company dedicated exclusively to the design and implementation of digital communication strategies for luxury brands.

LUXURYSOCIETY

www.luxurysociety.com

Luxury Society is the world's most influential online community of top luxury executives. Based in Paris, with members in more than 150 countries, Luxury Society informs and connects CEOs, managers, journalists, consultants, designers and analysts from across the luxury industry.

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