



Search...

Get a new button

swagbucks I'M A SWAGBUCKS INFLUENCER START EARNING NOW

GIVING A \$5 INSTANT Shop Responsibly Earn Cash Give Something Back

EBATES WHERE IT PAYS TO SHOP ONLINE

SUPER OFFERS SUPER EARNING SUPER FAST

Researchers will pay for your OPINION GET STARTED!

We Are Earthfor...



Follow On Pinterest

Breaking News

If you're new here, you may want to subscribe to my [RSS feed](#). Thanks for visiting!

Barometer Promise - BNP Exane "Exclusivity & Desirability" 2015: The Wealthiest Chinese Women Rank Luxury Brands

PARIS, February 2, 2016 /PRNewswire/ --

Some say that when China sneezes the rest of the world catches cold, but **the biggest luxury brands are catching on in China, becoming the most exclusive and desirable ones in fashion according to the wealthiest Chinese women.** Still, our ranking also reveals a stronger competition that is accentuated by the wealthy customers' increasingly stronger maturity. This barometer Promise Consulting / BNP Exane **classifies the 15 most exclusive and desirable brands in China in the universe of feminine Fashion.** This Barometer is conducted amongst the wealthiest Chinese women, and is about the 30 luxury brands in ready-to-wear/handbags/shoes/accessories that have invested the most in communication (source: Industry Interviews, Exane Paribas). Promise Consulting and BNP Exane already conducted the same survey amongst French women in May 2015 (<http://bit.ly/1ESTZGu>).

To view the Multimedia News Release, please click:

<http://www.multivu.com/players/uk/7727851-exclusivity-desirability-luxury-brands/>

"This barometer in association with BNP Exane reflects our determination to move closer to the marketing and cross-section financial analysis. Our Monitoring Brand Assets® approach itself features very complementary analyzes with those conducted by BNP Exane's experts. Hence, the obtained results from our joined barometer are based on two different angles of expertise, marketing and financial, which brings a unique added value to the managers and decision-makers in the Luxury sector. More concretely, our measure of the exclusivity of a brand takes into account the upper and more constant quality of products, the strong and unique valuation of the customer, the brand's prestige, but also a matchless "savoir-faire" that justifies a very high price premium associated with top luxury. Finally, our measure of desirability synthesizes the dimensions of attractiveness of an intimate, social and symbolic nature, which are the strengths of exclusive brands, and characterize the particular relation that they maintain with their customers. In this respect, our Barometer synthesizes, in two proven scales, the numerous criteria to establish a ranking between the high-end brands from their customer's point of view," states Pr. Philippe Jourdan, Promise's CEO.

To read the BNP Exane - Promise Consulting research document and download a PDF version, click below:

<http://bit.ly/1k7ayfv>

To download the infographics: <http://bit.ly/1WxigeB>

Press relations - Wellcom Agency
Esthel Joubert-Gaillard - Sonia El Ouardi
ejg@wellcom.fr - se@wellcom.fr
+33(0)1-46-34-60-60

(Photo: <http://photos.prnewswire.com/prnh/20160201/328016>)

Video:

<http://www.multivu.com/players/uk/7727851-exclusivity-desirability-luxury-brands/>

SOURCE Promise Consulting

[Back](#) | [Next story: Gartner Names Newgen Software as a 'Niche Player' in the 2015 Magic Quadrant for Customer Communications Management Software](#)

Lucero De La Tierra (1465 Posts)



I'm a mom of two beautiful little girls, stay-at-home mom and blogger. I write about things that affect the everyday life of a stay-at-home parent or any parent for that matter such as parenting, relationships, discipline, the media, product reviews, giveaways, social media, food, cooking, gardening and anything else that might come my way.

[i](#)
[W](#)
[f](#)
[t](#)
[g+](#)
[in](#)
[You Tube](#)
[P](#)

Share this:

[f](#) Facebook
 [t](#) Twitter
 [G+](#) Google
 [P](#) Pinterest
 [in](#) LinkedIn
 [More](#)

Keep Up To Date

email address

Subscribe

FOLLOW US



FEATURED POSTS

FEATURED, SOCIAL MEDIA

Best Times to Post on #Facebook, #Twitter, #Instagram & #GooglePlus et al

by [Lucero De La Tierra](#) • November 6, 2015



Sometimes when posting to your blog and social media it can

feel like shooting in the dark or playing darts while wearing a blindfold. How many of our posts actually hit the mark - getting in front of the eyes of readers and getting engagement? QuickSprout studied reader and social media user habits and compiled...

Share this:

[f](#) Facebook
 [t](#) Twitter
 [G+](#) Google
 [P](#) Pinterest
 [in](#) LinkedIn
 [More](#)

FEATURED, GARDENING - GENERAL HOMESTEADING, RAISED BED GARDENING, THE GARDEN

Prepare for Next Year's Garden Now With A Straw Bale Garden

by [Lucero De La Tierra](#) • November 3, 2015



Most gardens in the North and Midwest of the country are already

asleep for the season. There may be a few cool season plants, like kale, hanging on for dear life and filling our bellies with garden fresh goodness. It's not too early though to think about your garden for next year. In a traditional...

Share this:

[f](#) Facebook
 [t](#) Twitter
 [G+](#) Google
 [P](#) Pinterest
 [in](#) LinkedIn
 [More](#)