



**Subscribe Today**  
Limited Time Offer

PRESS RELEASES

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

PR Newswire

PARIS, February 2, 2016

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](mailto:ejg@wellcom.fr) - [se@wellcom.fr](mailto:se@wellcom.fr)  
-33(0)1-46-34-60-60



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

SOURCE Promise Consulting

*The information on this page is provided by PR Newswire. All rights reserved. Reproduction or redistribution of this content without prior written consent from PR Newswire is strictly prohibited. Buffalo Business First is not responsible for this content. Learn more about this service.*

About



The information on this page is provided by PR Newswire. Buffalo Business First is not responsible for this content.

[Learn more about PR Newswire >](#)

Videos >



**Is the Market Resigned to a Donald Trump Candidacy?**



**Inside the Intersection of Neuroscience and VR**



**What Are the Key Emerging Markets Risks?**

PR Toolkit

Want to see your news in The Business Journals & other media. Distribute your Release through PR Newswire. For a limited time, get a 1-Year Membership to PR Newswire FREE of charge.

[Find out more about PR Toolkit >](#)

People on the Move >



**Victoria Sturman**  
CHC Learning Center



**Julie Lannon**  
M&T Bank



**Stacey Kartub**  
Journey's End Refugee Services



**Kevin Bitikofer**  
D.V. Brown & Associates



**Kristen Francemone**  
Dopkins & Company, LLP



**Marie-Claude Laprade**  
Rich Products Corp.

Featured Jobs >

Sponsored by



**Business Attorney**  
Bond, Schoenck & King, PLLC | Buffalo, NY



**Legal Employment Opportunity**  
Law Related Company | Buffalo, NY



**Corporate Attorney**  
Lipsitz Green Scime Cambria LLP | Buffalo, NY



**Insurance Coverage Attorney**  
Hurwitz & Fine, P.C. | Buffalo, NY

**Experienced Corporate Attorney**  
Nixon Peabody LLP | Buffalo, NY

[Post a Job](#) [View All Jobs](#)