

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

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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>

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