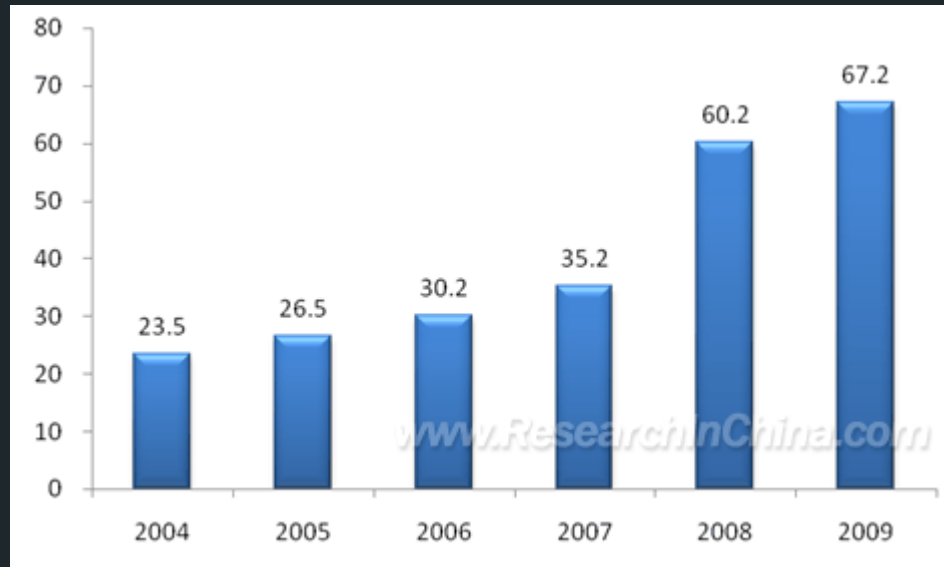


China Luxuries Industry Report, 2010-2012



In 2009, Chinese market size of luxuries reached US\$9.4 billion with the global market share approximating 27.5%. Among the varieties of luxuries, Chinese consumers gave priority to luxury apparel and accessories (mainly including clothes, shoes, bags, watches, and glasses) which held roughly 70% of the entire luxury consumption and had the market size of US\$6.72 billion in 2009.

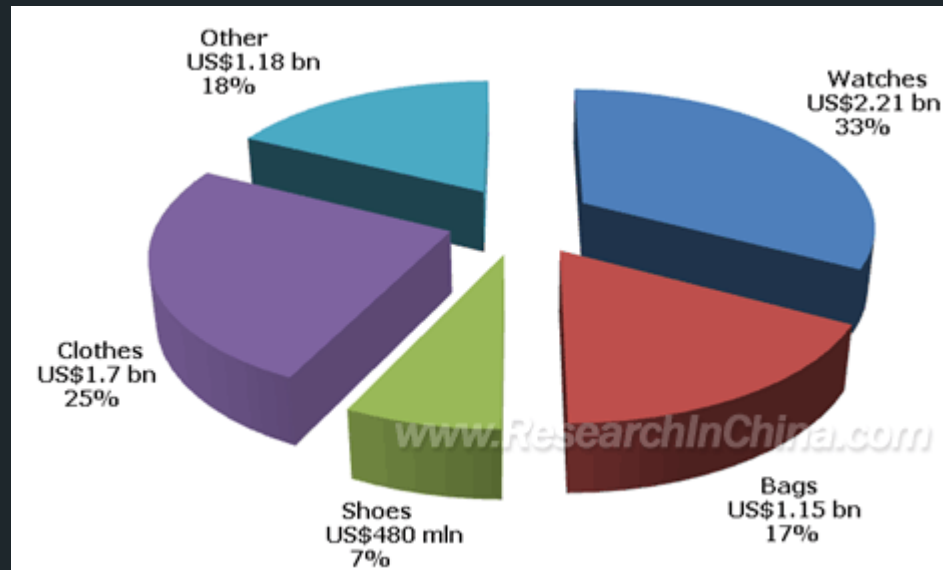
Market Size of Luxury Apparel & Accessories in China, 2004-2009 (Unit: US\$100M)



Source: ResearchInChina

In regard to the segmented products of luxury apparel and accessories, the consumption of watches ranked No.1 by US\$2.21 billion in 2009, followed by clothes of US\$1.7 billion. Owing to the long-lasting style and durability, a lot of Chinese consumers prefer luxury watches despite the high price.

Consumption Structure of Luxury Apparel & Accessories in China by Product, 2009



Source: ResearchInChina

The brand preference of Chinese consumers towards various luxury apparel and accessories varies; concretely, GUCCI turns out to be the luxury clothing brand that wins the best graces of consumers, luxury leather shoes brand goes for DR.MARTENS, luxury bag brand LV, luxury watch brand ROLEX, and luxury glasses brand GIVENCHY.

Along with the further intensified purchasing power of Chinese consumers as well as the improved market distribution of luxury enterprises in China, the consumption potentialities of luxuries, especially of luxury apparel and accessories, will be further released in China.

The future Chinese market of luxury apparel and accessories will characterize the followings:

1. The second-tier cities will become the major battlefield of luxury brands.

Apart from the first-tier cities like Hong Kong, Beijing, and Shanghai, China's second-tier cities also show great attractions. During the recent two years, such luxury enterprises as LV and GUCCI have started their presence in second-tier cities like Chengdu, Chongqing, Qingdao, Hangzhou, and Xi'an, all of which will become the 'major battlefields' of luxury brand competition in the future.

2. Female luxury apparel and accessories will increase rapidly.

The females are prone to be affected by the advertisements and peacockery as well as to be enslaved by the consumption desire of luxuries against the male. Fueled by the economic independence of Chinese females, more and more females are economically affordable of luxuries, so, the future will witness the rapid growth of female luxury apparel and accessories market.

3. The products with Chinese elements will rise.

A lot of luxury enterprises add Chinese elements into their products so as to quickly penetrate the Chinese market, which is particularly common in luxury apparel and accessories. For instance, JAEGER exhibits the enamel watch printed with Chinese landscape painting in its Chinese franchised store, and Hermes even launches an exclusive brand named 'Shang Xia' for Chinese market.

Table of Contents

- **1 Overview of Apparel & Accessories Luxury Industry**
 - 1.1 Definition
 - 1.2 Characteristics
 - 1.3 Development in China
- **2 Current Development of Chinese Luxury Industry**
 - 2.1 Status Quo of Market Development
 - 2.2 Consumers
 - 2.2.1 Characteristics
 - 2.2.2 Major Types
 - 2.2.3 Information Access
 - 2.2.4 Purchasing Channels
 - 2.2.5 Acceptable Price
 - 2.3 Advertising and Sales Mode
 - 2.3.1 Advertising
 - 2.3.2 Sales Mode
- **3 Development and Forecast of Luxury Apparel & Accessories Segmented Market in China**
 - 3.1 Luxury Apparel & Accessories Market in China
 - 3.2 Luxury Apparel Market
 - 3.2.1 Status Quo and Forecast
 - 3.2.2 Brands and Promotion
 - 3.3 Luxury Shoes Market
 - 3.3.1 Market Size and Forecast
 - 3.3.2 Brands
 - 3.4 Luxury Bags Market
 - 3.4.1 Market Size and Forecast
 - 3.4.2 Brands
 - 3.5 Luxury Watches Market
 - 3.5.1 Market Size and Forecast
 - 3.5.2 Brands and Promotion
 - 3.6 Luxury Glasses Market
 - 3.6.1 Market Size and Forecast
 - 3.6.2 Brands and Promotion

- **4 Key Cities of Luxury Apparel & Accessories in China**

- 4.1 Urban Distribution of Luxuries in China
- 4.2 Shanghai
 - 4.2.1 Brand Distribution
 - 4.2.2 Development Potentialities
 - 4.2.3 Second-hand Luxury Store
- 4.3 Beijing
 - 4.3.1 Brand Distribution
 - 4.3.2 Development Potentialities
 - 4.3.3 Second-hand Luxury Store
- 4.4. Chongqing
 - 4.4.1 Development Course
 - 4.4.2 Consumption Characteristics
 - 4.4.3 Development Potentialities

- **5 Development of Top 3 Luxury Groups in Chinese Market**

- 5.1 Moët Hennessy - Louis Vuitton (LVMH Group)
 - 5.1.1 Overview
 - 5.1.2 Louis Vuitton
 - 5.1.3 Fendi

- 5.1.4 Dior
- 5.2 Richemont
 - 5.2.1 Overview
 - 5.2.2 Dunhill
 - 5.2.3 Vacheron Constantin
 - 5.2.4 JAEGER
 - 5.2.5 Piaget
 - 5.2.6 Cartier
 - 5.2.7 IWC
- 5.3 Pinault Printemps Redoute (PPR Group)
 - 5.3.1 Overview
 - 5.3.2 Gucci
 - 5.3.3 Yves Saint Laurent

- **6 Future Development Orientation of Chinese Luxury Industry**

- 6.1 Development Potentialities of Luxury Apparel & Accessories Industry in China
- 6.2 Development Orientation of Luxury Apparel & Accessories Industry in China
- 6.3 Investment Risks of Chinese Luxury Apparel & Accessories

Selected Charts

- Market Size of Luxuries in China, 2004-2009
- Consumers' Purchasing Desires of Luxury Varieties
- Luxury Brands Winning the Best Graces of Consumers, 2010
- Major Consumer Types of Luxuries
- Consumers' Accesses to Information about Luxuries
- Consumers' Approaches to Purchase Luxuries
- Netizen Scale of Online Shopping in China, 2005-2010
- Acceptable Unit Price of Luxuries by Consumers
- Luxury Consumption of Every Single Consumer, 2009
- Consumers' Attitudes towards Discount Luxuries
- Advertising of Luxuries on Newspapers, 2004-2009
- Top 5 Weeklies of Luxury Advertisements, 2009
- Advertising of Luxuries on Magazines, 2004-2009
- Top 5 Magazines of Luxury Advertisements, 2009
- Advertising of Chinese Luxury Apparel & Accessories on Print Media, Jan.-Sep. 2010
- Market Size of Luxury Apparel & Accessories in China, 2004-2009
- Consumption Structure of Chinese Luxury Apparel & Accessories by Product, 2009
- Market Size of Chinese Luxury Apparel & Accessories, 2010-2012E
- Market Size of Chinese Luxury Apparel, 2004-2012E
- Acceptable Price of Luxury Apparel by Chinese Consumers
- Top 10 Luxury Apparel Brands Purchased by Consumers, 2010
- Top 10 Luxury Apparel Brands Expected by Consumers, 2010
- Top 5 Print Media of Luxury Apparel Advertisements in China, 2009

- Market Size of Luxury Shoes in China, 2004-2012E
- Most Welcomed Shoe Brands by Chinese Consumers
- Market Size of Luxury Bags in China, 2004-2012E
- Acceptable Price of Luxury Bags by Chinese Consumers
- Top 10 Luxury Bag Brands Purchased by Consumers, 2010
- Top 10 Luxury Bag Brands Expected by Consumers, 2010
- Consumers' Attitudes towards Luxury Watches
- Market Size of Luxury Watches in China, 2004-2012E
- Top 10 Luxury Watch Brands Purchased by Consumers, 2010
- Top 10 Luxury Watch Brands Expected by Consumers, 2010
- Top 5 Print Media of Luxury Watch Advertisements in China, 2009
- Market Size of Luxury Glasses in China, 2004-2012E
- Acceptable Price of Luxury Glasses by Chinese Consumers
- Top 10 Luxury Glasses Brands Purchased by Consumers, 2010
- Top 10 Luxury Glasses Brands Expected by Consumers, 2010
- Top 5 Print Media of Luxury Glasses Advertisements in China, 2009
- Place Clustering of Direct-Sales Stores of Luxuries in China
- Advance Purchasing Ratio of Luxury Apparel & Accessories in Key Cities, China, 2010
- Purchasing Unit Price of Luxury Apparel & Accessories in Key Cities, China, 2010
- Top 5 Newspapers of Luxury Advertisements in Shanghai, 2009
- Total Retail Sales of Social Consumer Goods in Shanghai, 2006-2009
- Per Capita Disposable Income of Urban Residents in Shanghai, 2003-2009
- Top 5 Newspapers of Luxury Advertisements in Beijing, 2009
- Total Retail Sales of Social Consumer Goods in Beijing, 2006-2009
- Per Capita Disposable Income of Urban Residents in Beijing, 2003-2009

- Top 5 Newspapers of Luxury Advertisements in Chongqing, 2009
- Total Retail Sales of Social Consumer Goods in Chongqing, 2006-2009
- Per Capita Disposable Income of Urban Residents in Chongqing, 2003-2009
- Revenue of LVMH Group by Sector, 2008-2010
- Revenue of LVMH Group by Region, 2010H1
- Retail Stores Distribution of LVMH Group
- Louis Vuitton Franchised Stores in Mainland China
- Fendi Boutiques in Mainland China
- Advertising of Dior on Chinese Print Media, 2009
- Financial Indices of Richemont, FY2007-FY2010
- Revenue of Richemont by Product, FY2009-FY2010
- Revenue of Richemont by Region, FY2009-FY2010
- Boutique Quantity of Richemont Brands in Mainland China, FY2010
- Dunhill Boutiques in Mainland China, 2010
- Vacheron Constantin Boutiques in Mainland China
- Piaget Boutiques in Mainland China
- Advertising of Cartier on Chinese Print Media, 2009
- IWC Boutiques in Mainland China
- Operating Income of PPR Group, 2008-2010
- Operating Income of PPR Group by Sector, 2008-2010
- Revenue of Gucci by Region, Q3 2010
- Gucci Franchised Stores in Mainland China
- Advertising of Gucci on Print Media, Jan.-Sep. 2010
- Gucci Advertisements on Newspapers, Jan.-Sep. 2010
- Gucci Advertisements on Magazines, Jan.-Sep. 2010
- Revenue of Yves Saint Laurent by Region, Q3 2010

How to Buy

Product details			How to Order
	USD	File	By email: report@researchinchina.com
Single user	2,000	PDF	By fax: 86-10-82601570
Enterprisewide	3,000	PDF	By online: www.researchinchina.com
Publication date: Nov. 2010			
For more information, call our office in Beijing, China:			
Tel: 86-10-82600828			
Website: www.researchinchina.com			