

China Luxury Dressing Market Report, 2008



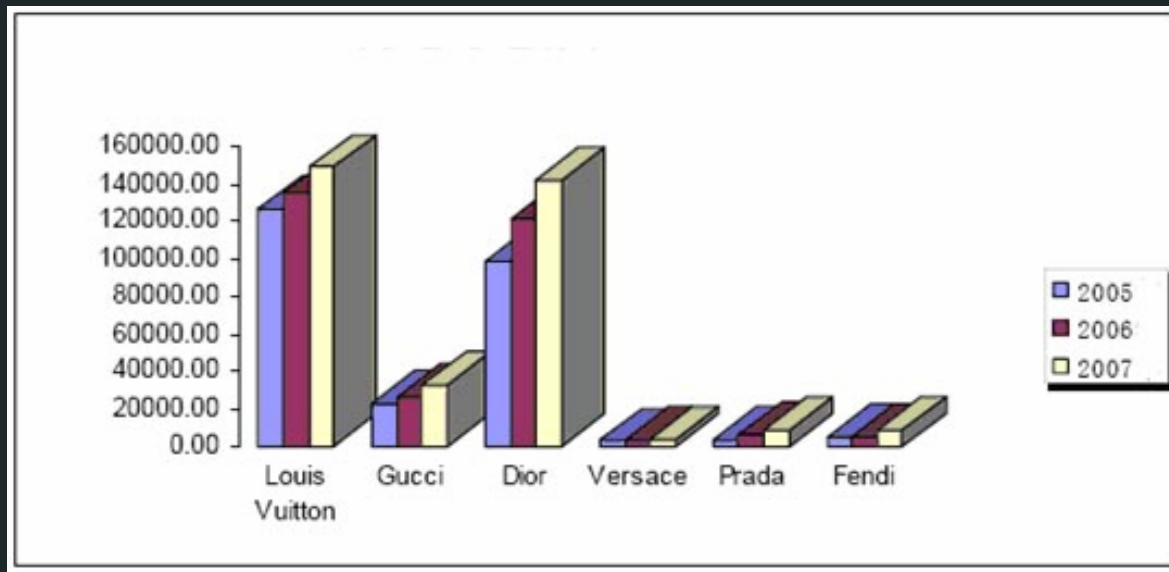
China's luxury market maintains a growth rate of 20%-30% annually, ranking first in the world. World Luxury Association said that China's luxury consumption in 2007 (jewelry, dress, leather goods, perfume, excluding private plane and yacht) reached US\$8 billion, taking up 18% of the global total.

In the luxury market, dress takes up 32% of the total value, perfume and cosmetics 23%, watch and jewelry 20%, ornaments and accessories 19%, home 3% and dining table decorations 3%.

According to statistics of the General Administration of Customs of China, export volume of the top six international clothing brands to China, LV, Gucci, Dior, Versace, Prada and Fendi has increased year by year since 2005 and their sales revenue in China is also on the upward trend.

Top Six Luxury Dressing Brands Export to China, 2005-2007

(unit: CNY 10,000)



Source: ResearchInChina

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Sample pages

LOUIS VUITTON

Background to Enter China Market

Some international luxury dressing brands have set up stores one after another in China and all the markets distribute in China first-tier cities such as Beijing, Shanghai, Guangzhou, Shenzhen and some regional economic centers.

The top international brand Louis Vuitton (LV) opened the largest flagship store in Hong Kong except the head store in Paris and opened formally on March 13th. This store covers 36,000 feet and has two floors with the most complete products in Asia.

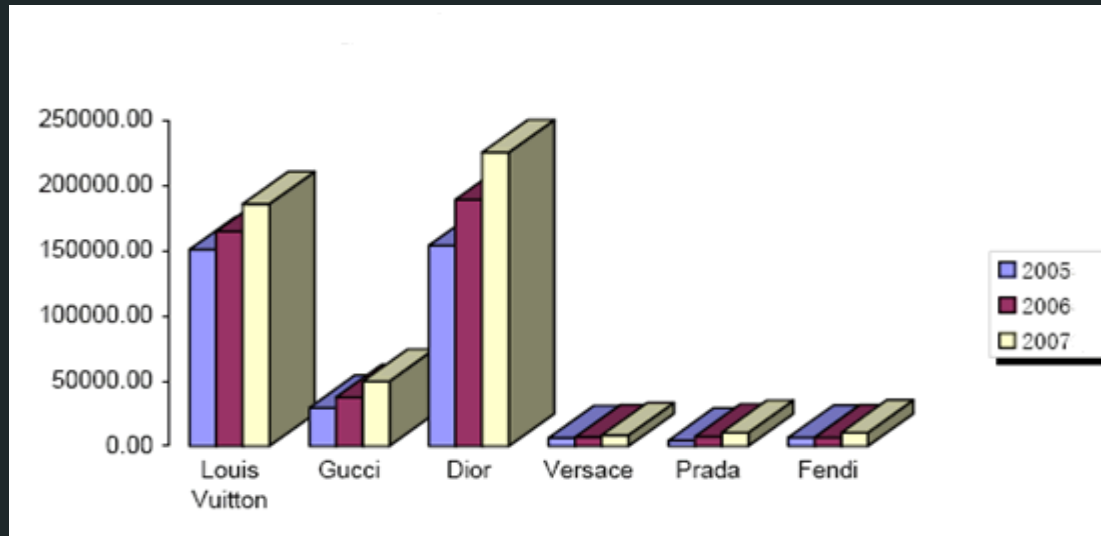
The Company is mainly engaged in production of leather, finished clothes, shoes, watch, jewelry, textile and calligraphic articles, of which bag and luggage are the core products.

Sales Status

Sales volume of LV is in double-digit growth, especially in Mainland China. Since setting up of the first store in 1992, its annual growth rate has maintained at 20%. YvesCarcelle estimated that it will maintain this growth rate in the future and will add two or three franchised stores each year in mainland China.

Top Six Luxury Dressing Brands Sales Revenue in China

(Unit: CNY 10,000)



Source: ResearchInChina

According to the statistics of China Customs, Export volume to China of the six brands, LV, Gucci, Dior, Versace Prada and Fendi has grown year by year since 2005 and sales income in China also increased.

In recent years, China's total retail sales of social consumer goods have maintained a double-digit growth. In the first half of 2006, total retail sales of social consumer goods reached CNY 3.6448 trillion, up 13.3% year on year. China has a population of 1.3 billion people as potential consumers, the per capita disposable income of urban and rural residents were CNY 10,493 and CNY 3,255 respectively, so Chinese consumer are fully capable to purchase international luxury dressing largely.

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