

LUXURY FASHION: THE WEALTHIEST ENGLISH WOMEN DESIRE THE EUROPEAN BRANDS BUT PURCHASE MOST OFTEN THE AMERICAN ONES!

In partnership with :



THE « DESIRABILITY & EXCLUSIVITY » BAROMETER OF PROMISE CONSULTING ON LUXURY BRANDS PUBLISHES ITS RESULTS FOR THE UNITED KINGDOM. THIS MEASURE IS INCLUDED IN THE « BRAND HEALTH » INDEX OF THE FINANCIAL ANALYSIS COMPANY EXANE BNP PARIBAS¹.

The results of the 4th edition of the « «Desirability &Exclusivity » barometer for the United Kingdom show that European and especially French high-end brands in fashion are considered more exclusive than the US ones and equally desirable. But the American brands are more known and more often purchased. Consequently, 4 US brands rank in the top 4 places while only Chanel integrates the top 5. Burberry on the other hand falls behind in its domestic market.

As **well-known** as their **European** counterparts, **American** brands certainly benefit from a less high-end (and therefore **more premium** and **accessible**) positioning to take the **leadership on sales**. But they also **seduce** by a more **trendy** and **sporty** style, more in line with the dominant values of the “bourgeois” aristocracy of the US East coast. An evidence of the better fit of the transatlantic fashion brands with the **dominant lifestyle values** in the United Kingdom. Certainly but not only!

However, **European** brands, essentially **French** and **Italian** ones, remain **very desirable** and even **more exclusive** (perhaps too much?). Chanel is by far the most desired brand in the UK while high-end brands occupy the top of the ranking with three brands neck and neck (Ralph Lauren, Louis Vuitton and Christian Dior). Finally, the high-end brands in fashion continue to widen the gap in exclusivity (Chanel, Louis Vuitton, Hermès, Prada), while Dior and more surprisingly Burberry lie behind.

There is indeed, as Brexit is going on, an irreducible specificity of the English market of the luxury fashion that we invite you to discover!

PRESS FULL SURVEY REPORT (10 PAGES INCLUDING GRAPHICS AND ANALYSES) ON DEMAND

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¹ This index is regularly updated to analyze the value of luxury brands (ready-to-wear, bags, shoes, leather accessories, watches, jewelry, etc.) and the financial health of the main brands of the market. The financial analysis report published by Exane BNP Paribas can be requested by contacting luca.solca@exanebnpparibas.com. Restrictions of possession and use might apply to this document.

ABOUT PROMISE CONSULTING

Promise Consulting is a market research and consulting firm issued from the merge of the French company Panel On The Web and the American company Promise Consulting.

Promise Consulting delivers market research and consulting services of upmost added value. The company created an innovative methodology and modeling for measuring the performance and the ROI of marketing strategies and brand-focused investments (Monitoring Brand Assets[®]). This methodology has been deployed in nearly 50 countries to date, fully investigates 250 brands in the most diverse sectors and totalizes more than 1,500,000 administered questionnaires worldwide.

Promise consulting has an established reputation for its innovative methods and models and has been awarded with Prizes 7 times in 10 years by the profession at the national and international levels. The company works with the main brands in luxury, cosmetics and retailing helping them to grow in their national market or at the international level. It is also active in many other business sectors, whenever the brand managers want to have an informed growth strategy, to better understand their market, or to better reach out and retain their customers.

Promise's CEO, Philippe Jourdan, is the chief-editor of the Adetem's review, the French Marketing Review (RFM) since 2011. He publishes in academic international magazines on issues related to brand equity in the universes of luxury, beauty and selective retailing. He also publishes in the economic and news press (Le Monde, Les Echos, Le Figaro, l'Opinion, La Revue des Marques, etc.). Philippe is also an associate professor, researcher at the IRG (CNRS) and was awarded for the best Research Paper, AFM in 2000. He has also a certification in Social Media.
<http://www.promiseconsultinginc.com/>

ABOUT EXANE BNP PARIBAS

Founded in 1990, **Exane BNP Paribas** is an investment company specializing in three businesses:

- **Cash equities:** under the brand name Exane BNP Paribas, Exane provides institutional investors with a range of services, such as research, sale and execution on European equities.
- **Derivatives:** Exane Derivatives has built a robust structured products franchise, based on its longstanding leadership in European convertible bonds and options.
- **Asset management:** the asset management arm of the Exane Group is embodied by its 2 asset management companies, Exane asset management and Ellipsis AM, based respectively on the equity and fixed-income universes.

Exane BNP Paribas works primarily with institutional clients around the world (pension funds, fund managers for banks or insurers, etc.) and markets its derivatives to a broad spectrum of clients, including private fund managers and investment counselors. Exane employs more than 800 people worldwide, in offices in Paris, London, Frankfurt, Geneva, Madrid, Milan, New York, Stockholm and Singapore. Exane BNP Paribas' research teams cover more than 600 major companies around the world and are regularly awarded with prizes for the high quality of their sector analyses. In the luxury sector, **Luca Solca** has been elected Best Financial Analyst by its pairs and clients during the years 2011, 2014 and 2015.