



FRENCH LUXURY
A VERY STRONG ASSET
FOR TOMORROW'S WORLD

France, United States, China

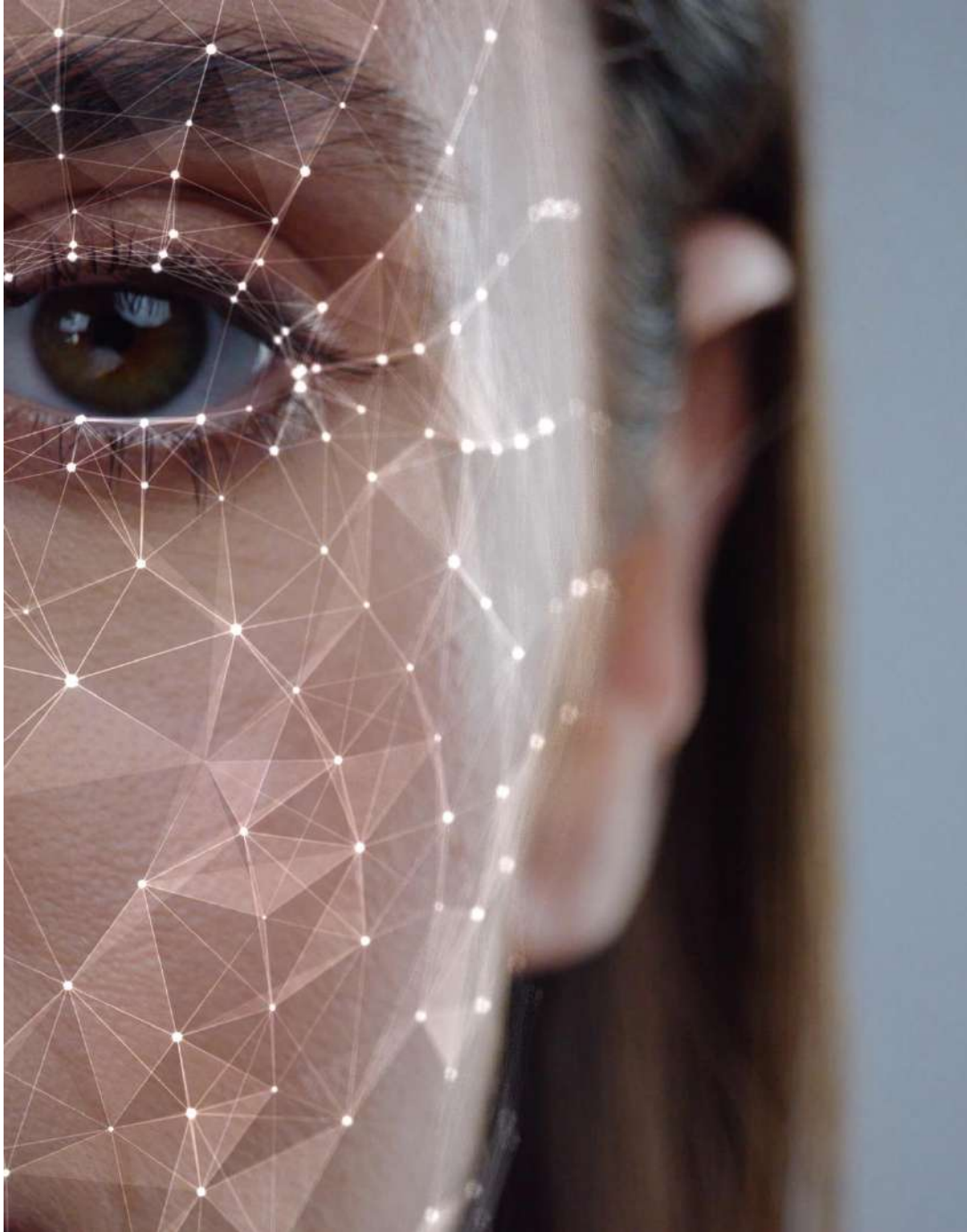


SEPTEMBER
2021

**COMITÉ
COLBERT**
Depuis 1954

METHODOLOGICAL
APPROACH





A selective target

- **GEOGRAPHICAL SCOPE:**
France, United States and China.
- **POPULATION INTERVIEWED:**
Sample of 1,844 individuals*
 - Aged 18 to 65 (18 to 60 in China),
 - Belonging to the top 20% highest incomes in each country,
 - All purchasers of luxury goods (shoes, bags, time pieces, jewelry, fragrance / beauty products).
- **COLLECTION METHOD:**
 - Survey carried out online from 29 July to 6 August 2021.
 - Questionnaire lasting approx. 15 minutes.

* 602 people interviewed in France, 604 in the United States and 638 in China.

01 LUXURY: STILL AS COVETED IN 2021

02 FRENCH LUXURY: THE MOST DESIRABLE

03 CULTURE, CREATIVITY AND QUALITY:
DRIVERS OF ATTRACTION

04 THE FUTURE OF FRENCH LUXURY:
CHALLENGES



01

LUXURY

STILL AS COVETED IN 2021



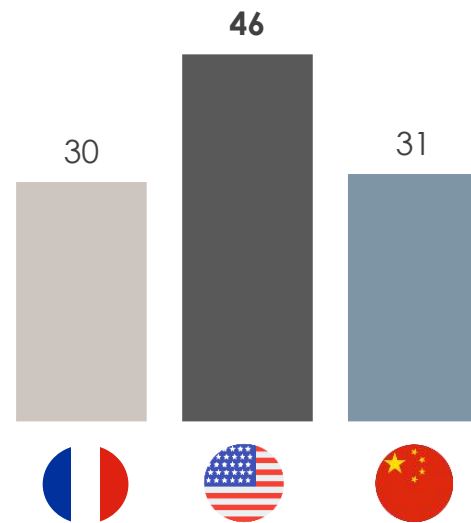
THE PANDEMIC
EXPERIENCE
HAS REINFORCED
THE DESIRE FOR
LUXURY

LUXURY

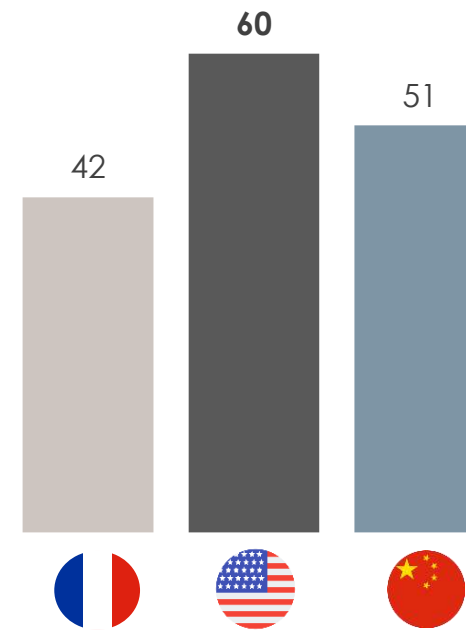


The pandemic has modified purchasing habits but amplified the desire for luxury

My habits concerning the purchase of luxury products have **CHANGED A LOT**



The pandemic has **INCREASED** my desire to purchase luxury products



In % - changed a lot

LUXURY

=

THE ART OF LIVING IN THE PRESENT



LUXURY

From the standpoint of its habitual clients, luxury remains a highly appealing lifestyle



DAILY ENHANCEMENT

Luxury is a part of my day-to-day life 80%



Luxury is a means of enhancing oneself 85%



PLEASURE DERIVED FROM A REFINED EXPERIENCE

Luxury is pleasure above all 86%



With luxury I aspire to a refined lifestyle 84%



EXPRESSION OF STATUS

Luxury is above all the expression of social status 83%



LUXURY:

astute interweaving of tradition and innovation

TRADITION: GUARANTEED KNOW-HOW

A luxury brand must have a past,
a history 84%



Luxury is above all know-how
passed down from generation to
generation 80%



CREATIVITY: RAISON D'ÊTRE OF LUXURY

The luxury sector is highly creative 86%



Luxury is above all products that create
new trends 83%





LUXURY
=
AN INVESTMENT FOR THE FUTURE



LUXURY

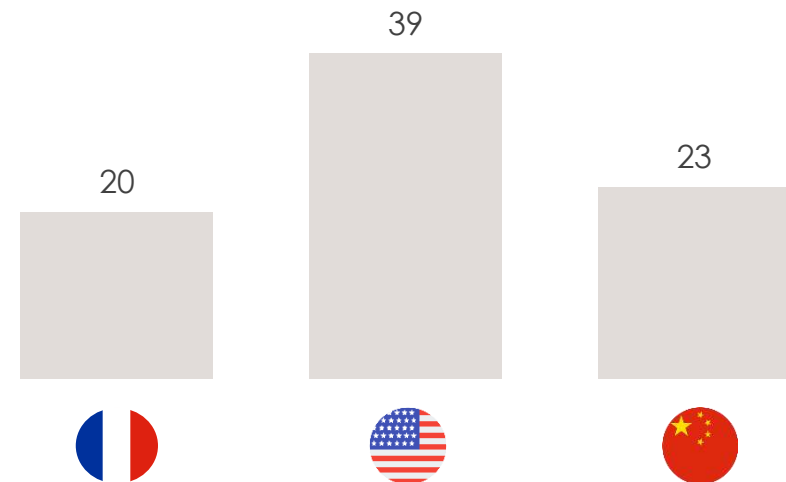
Luxury is not merely a pleasure, it is an investment

Purchasing luxury goods is a good long-term investment
% Total correspond

85%



% Often purchase luxury goods to then sell them on



02

FRENCH LUXURY:

THE MOST DESIRABLE



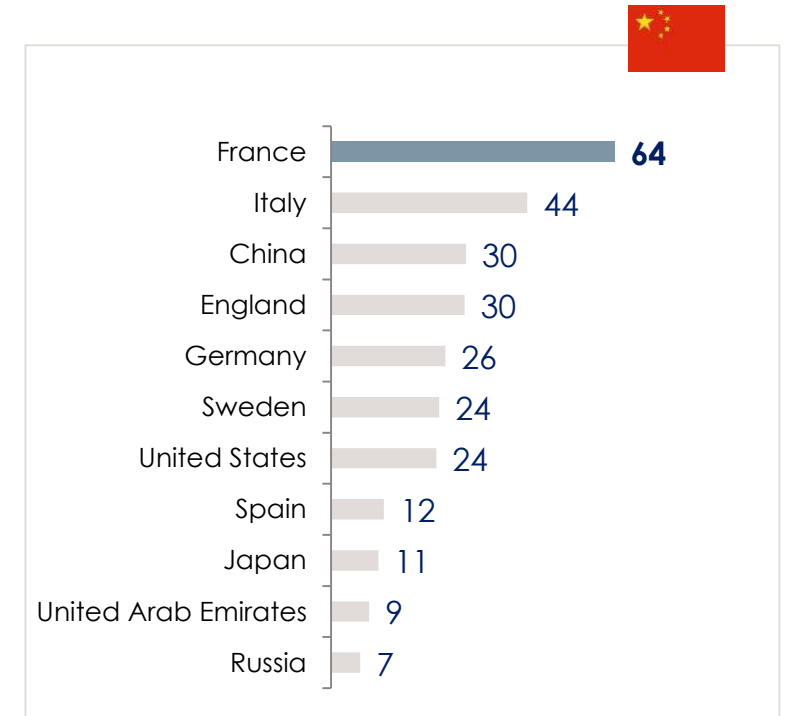
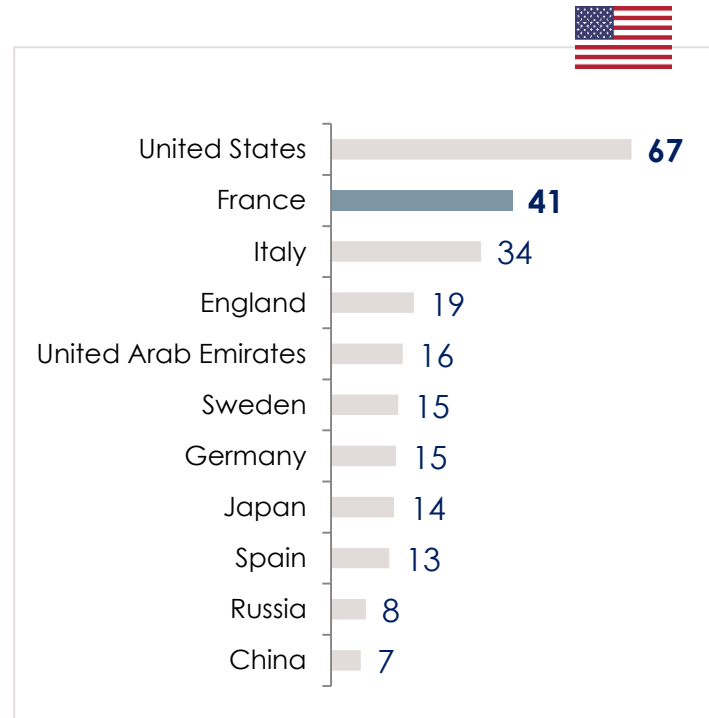
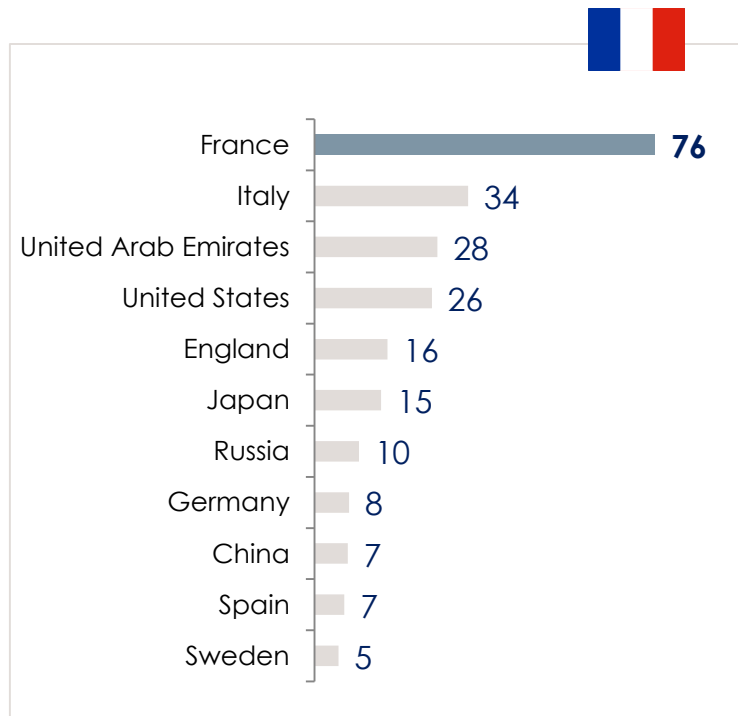


LUXURY 'MADE IN FRANCE':
HIGH APPEAL CAPITAL

LUXURY

France is currently the country that best incarnates luxury

Which of the following countries BEST REPRESENT LUXURY ACCORDING TO YOU?



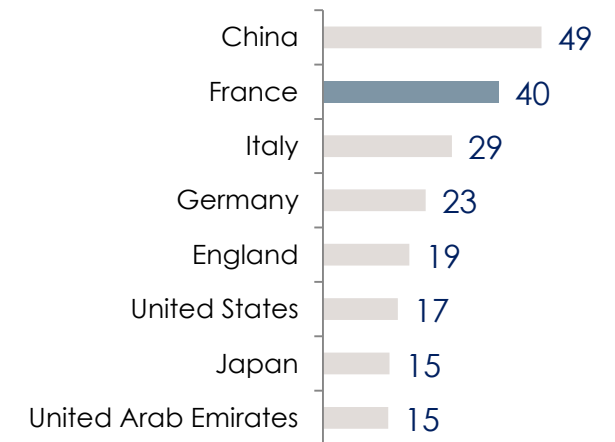
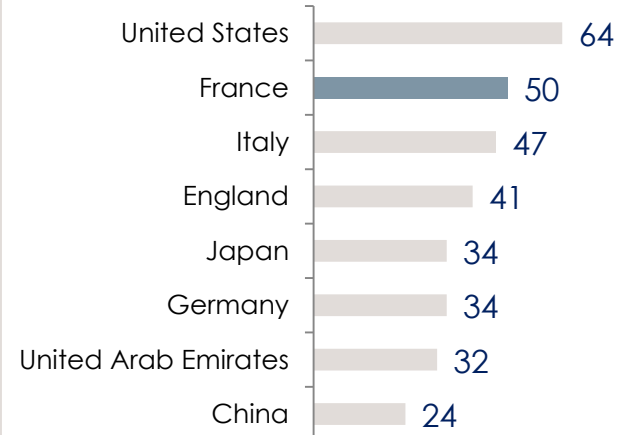
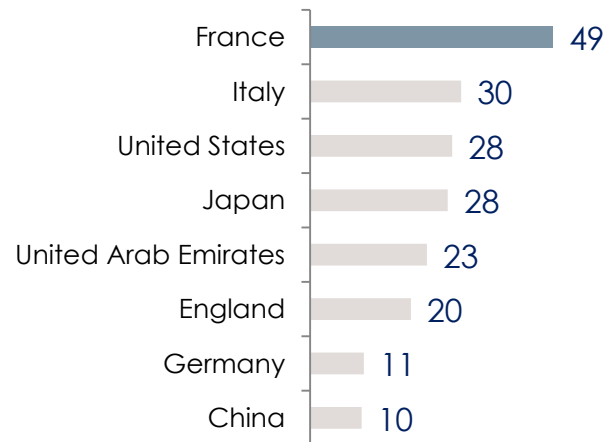
The highest luxury scores are invariably allocated to France

For each of the following countries please indicate to what extent its luxury traditions and culture appeal to you.

Please give a score from 1 to 10.

10 means it appeals a great deal, 1 means it does not appeal at all, the intermediate scores enable you to express your opinion with precision.

% SCORES BETWEEN 9 AND 10

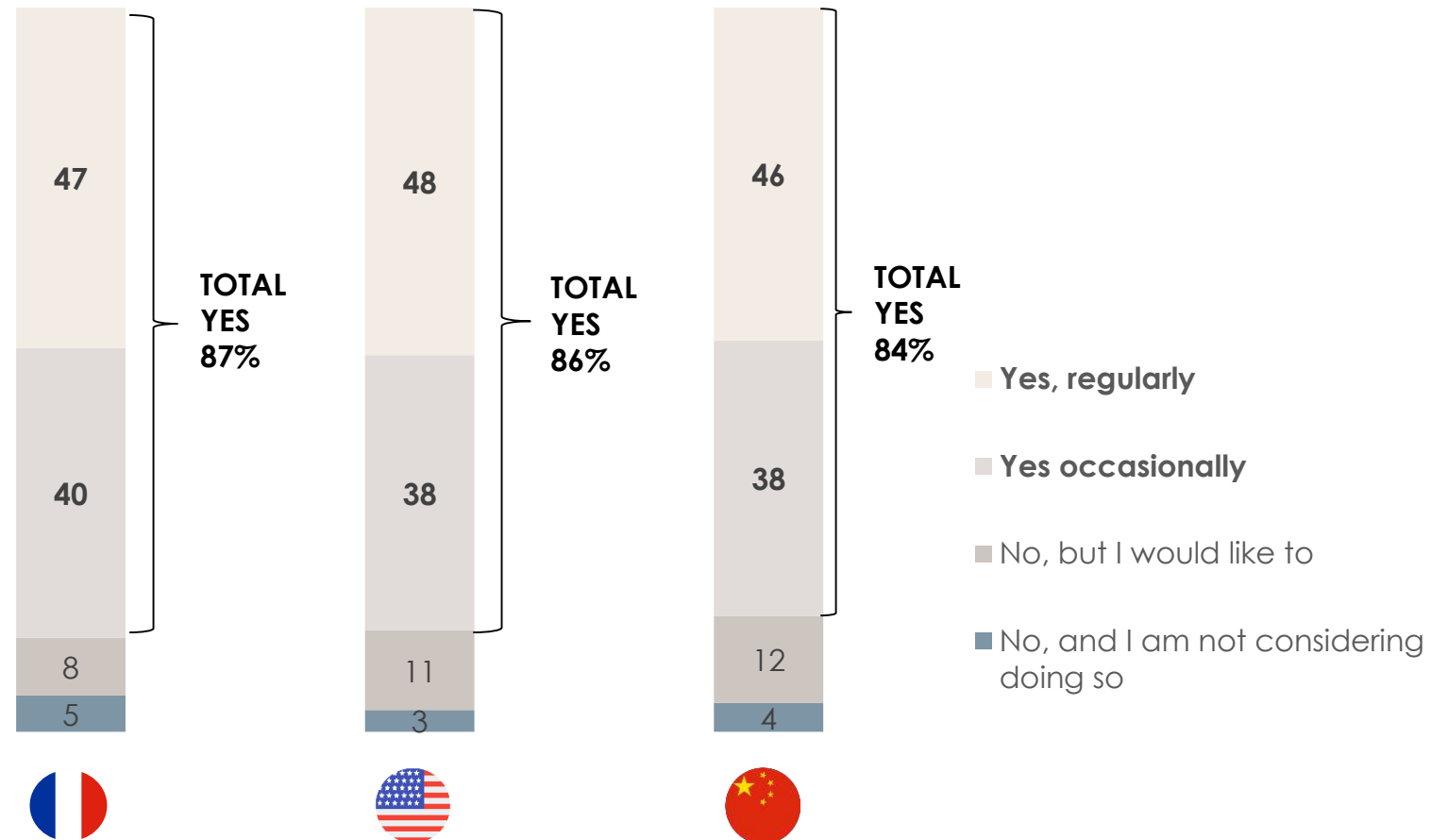




An appeal that is reflected in purchase behavior

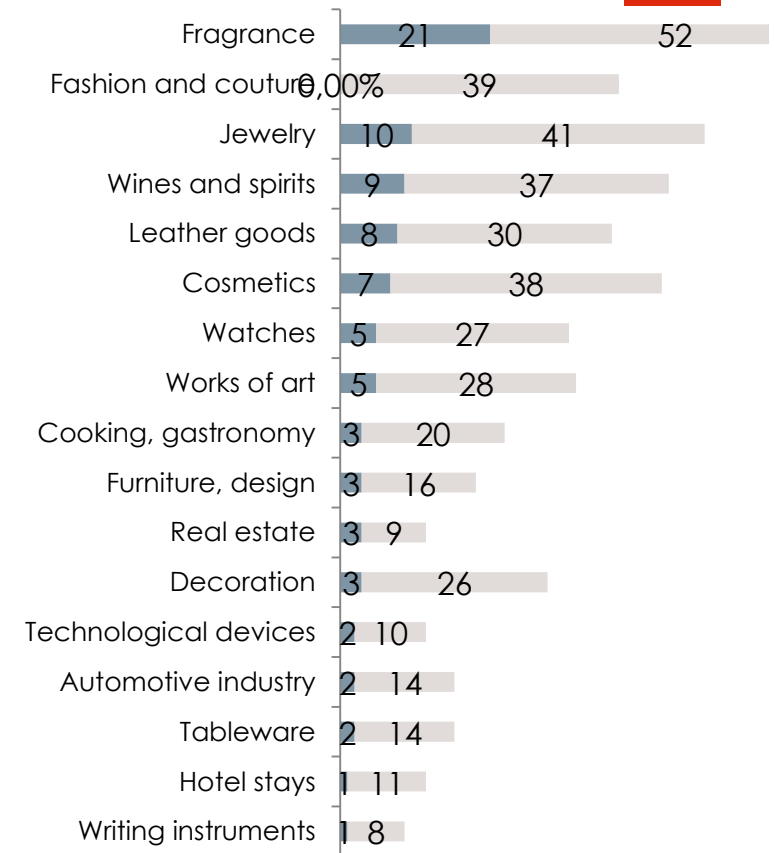
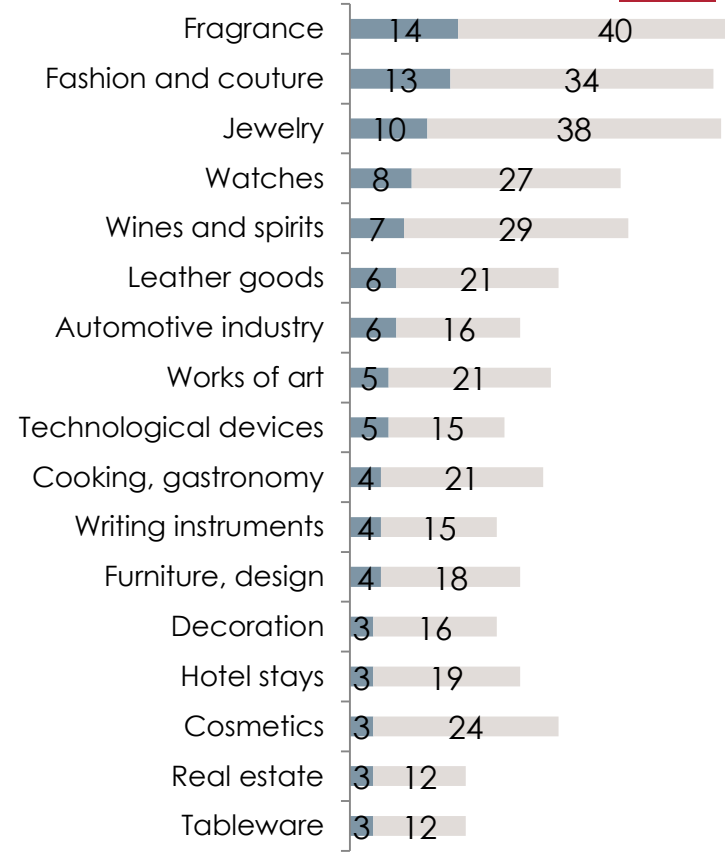
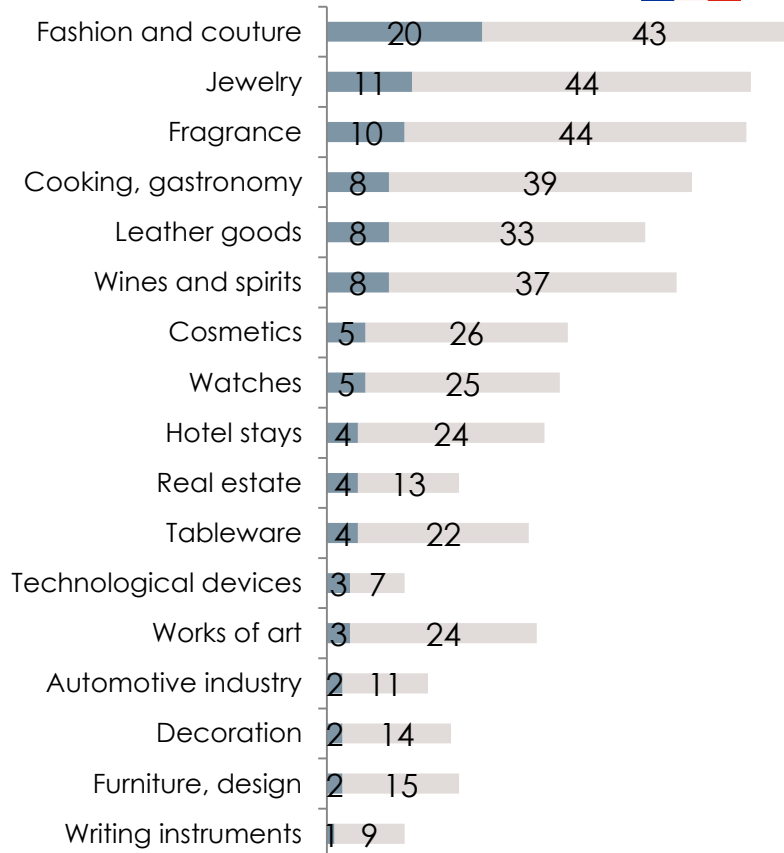
→ Almost half declare they regularly buy French products

Have you ever PURCHASED FRENCH LUXURY PRODUCTS?



The fashion/jewelry/beauty triad dominates the ranking of categories most associated with French luxury

Of the following categories, which are all those YOU ASSOCIATE WITH FRENCH LUXURY?



■ % First ■ % All categories



03

CULTURE, CREATIVITY AND QUALITY:

DRIVERS OF ATTRACTION

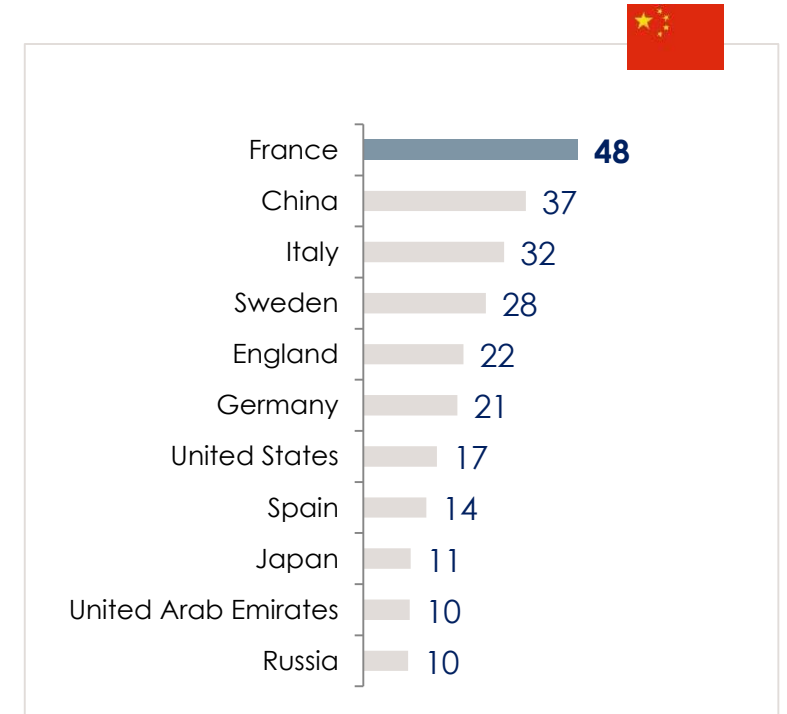
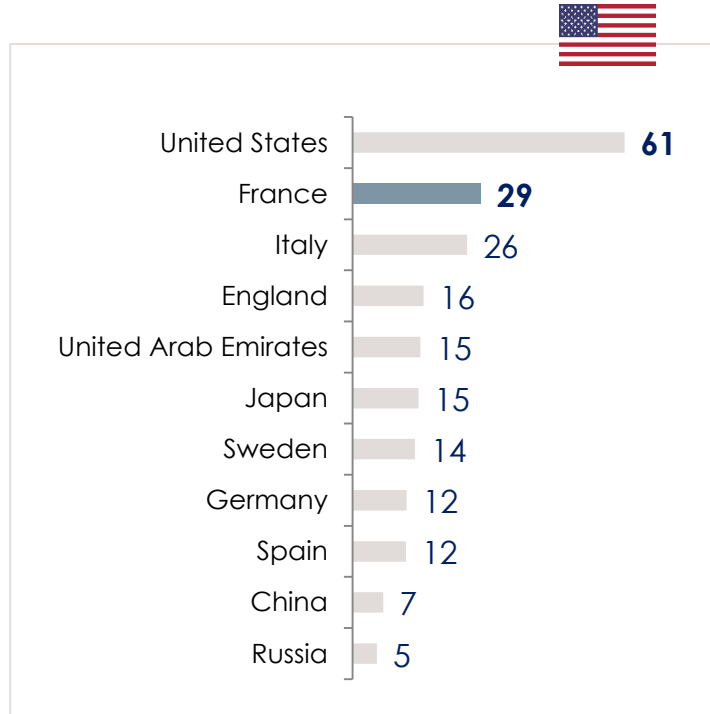
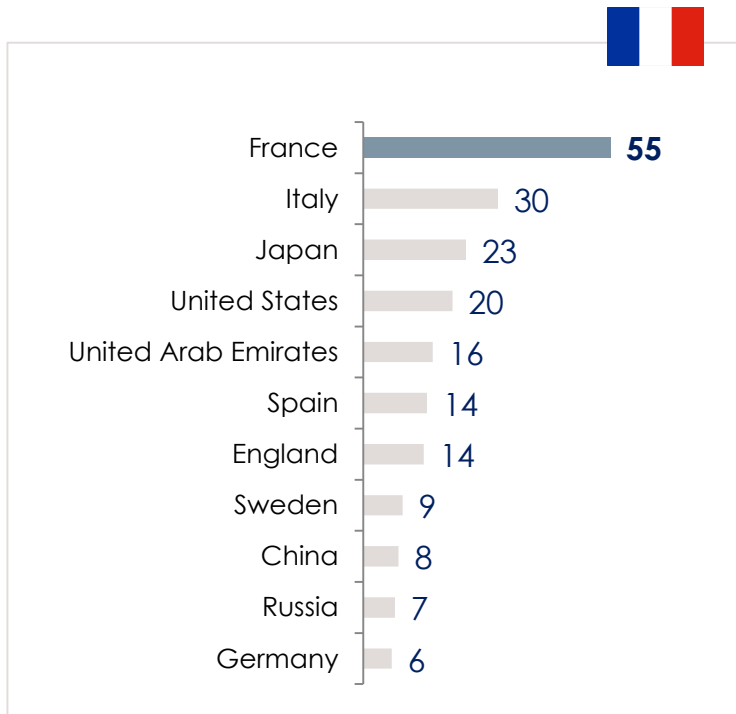


FRANCE:
A COUNTRY THAT APPEALS
TO THE IMAGINATION

LUXURY

France, an art de vivre that appeals to the imagination

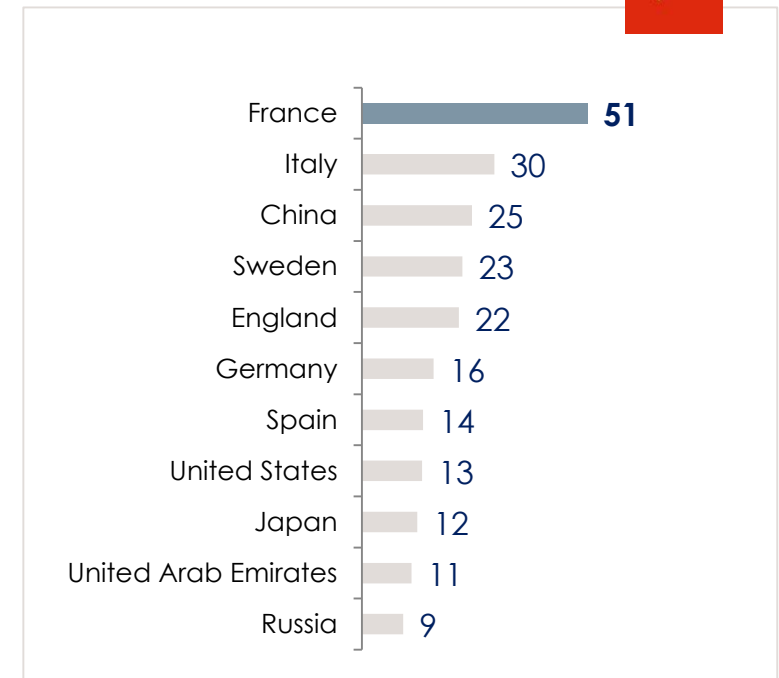
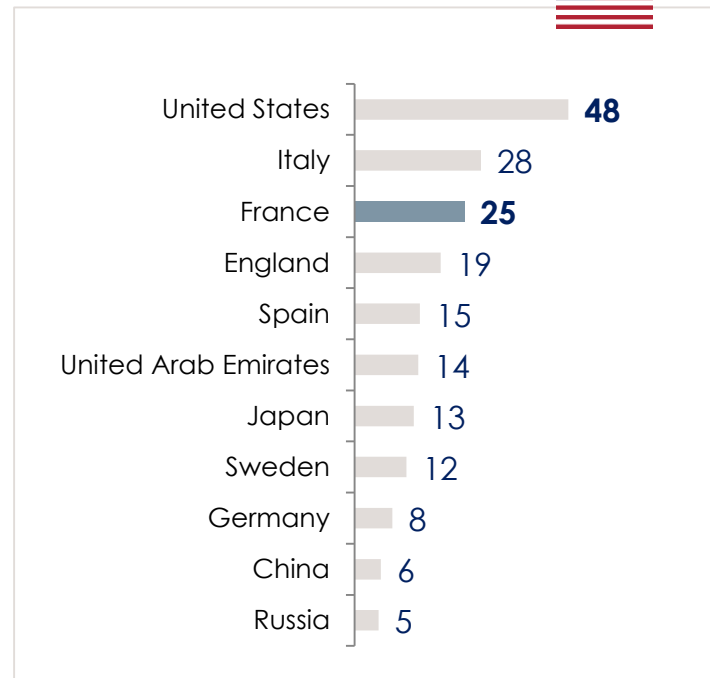
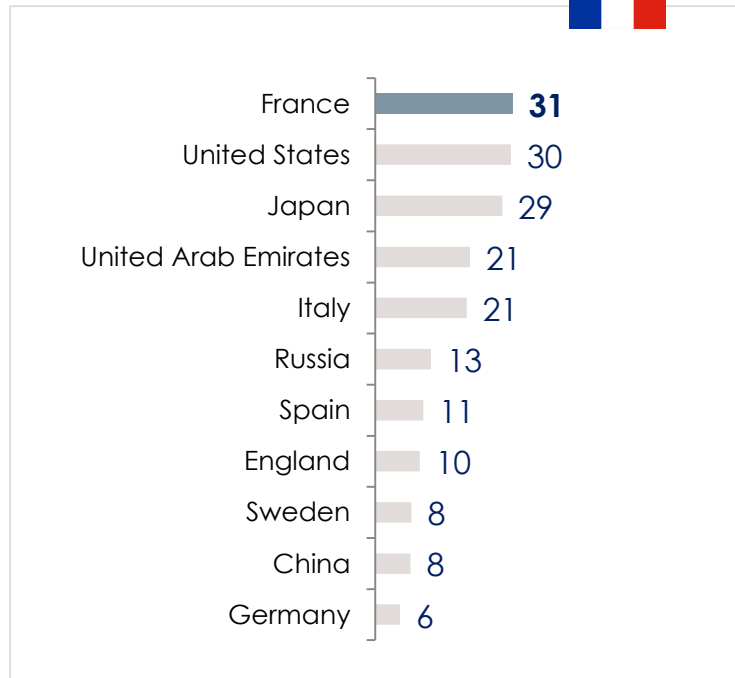
Of the following countries, which are all those whose ART DE VIVRE APPEAL TO YOUR IMAGINATION?



→ Although the Americans and French display considerable chauvinism, the Chinese come across as truly infatuated with French art de vivre.

France: a dream destination, in particular for the Chinese

Which of the following would be a dream destination if you were to go on a LUXURY TRIP?



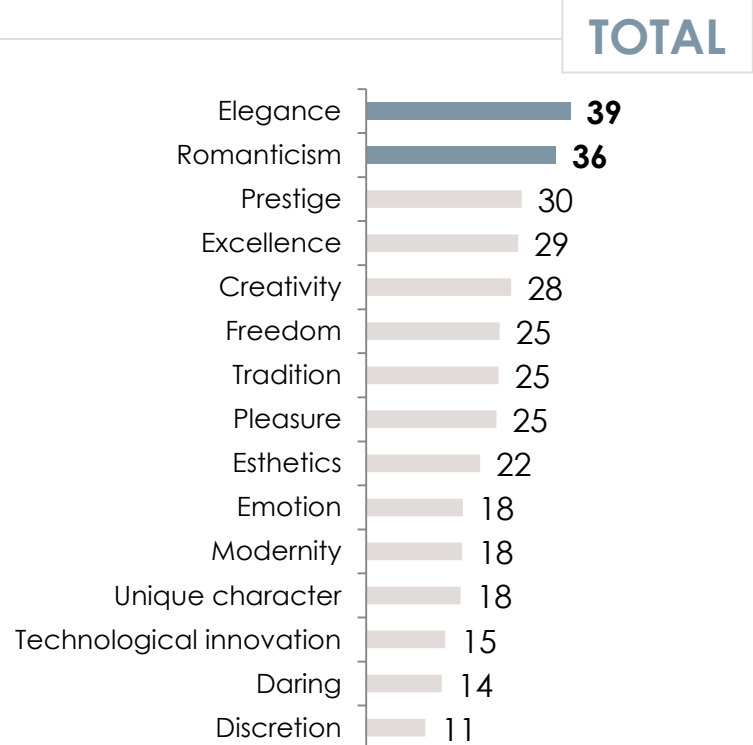


THE VALUES OF FRENCH LUXURY INCARNATE
THE QUINTESSENCE OF FRENCH ART DE VIVRE

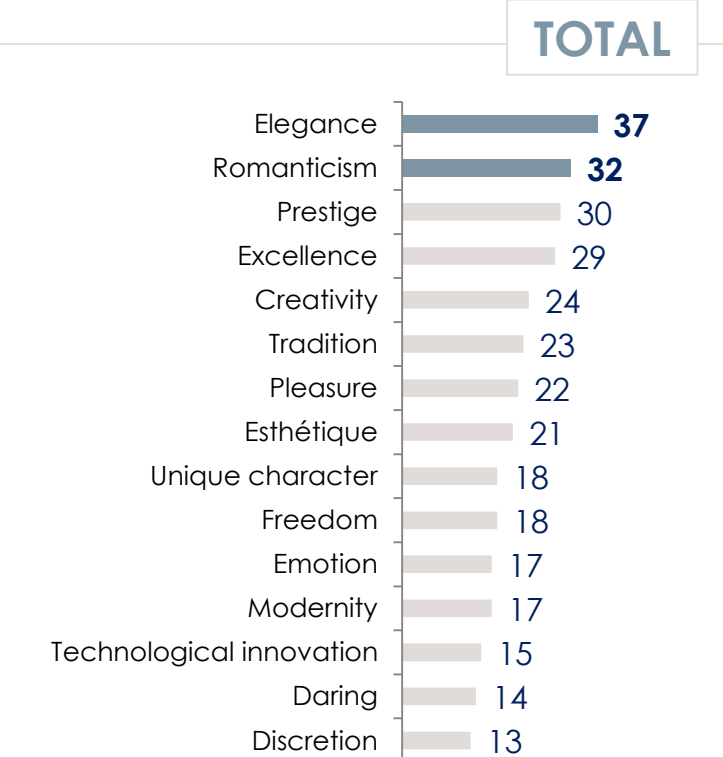
LUXE

Elegance and romanticism lie at the very heart of French art de vivre and luxury

Which of the following characteristics do YOU ASSOCIATE IN PRIORITY WITH FRENCH ART DE VIVRE?

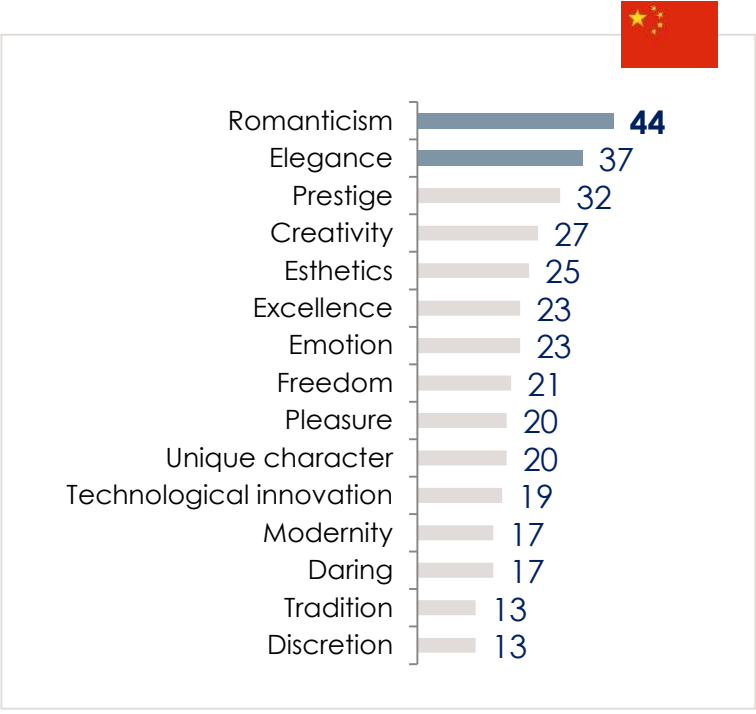
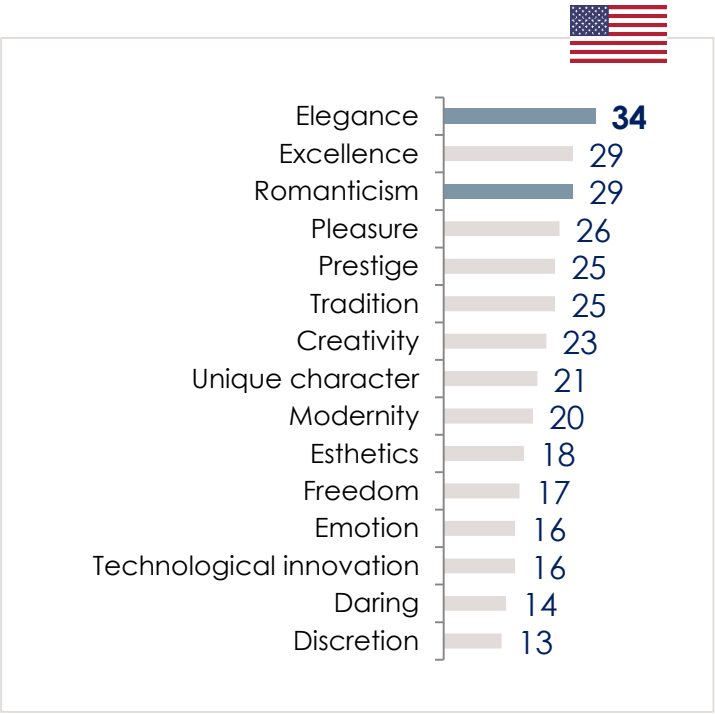
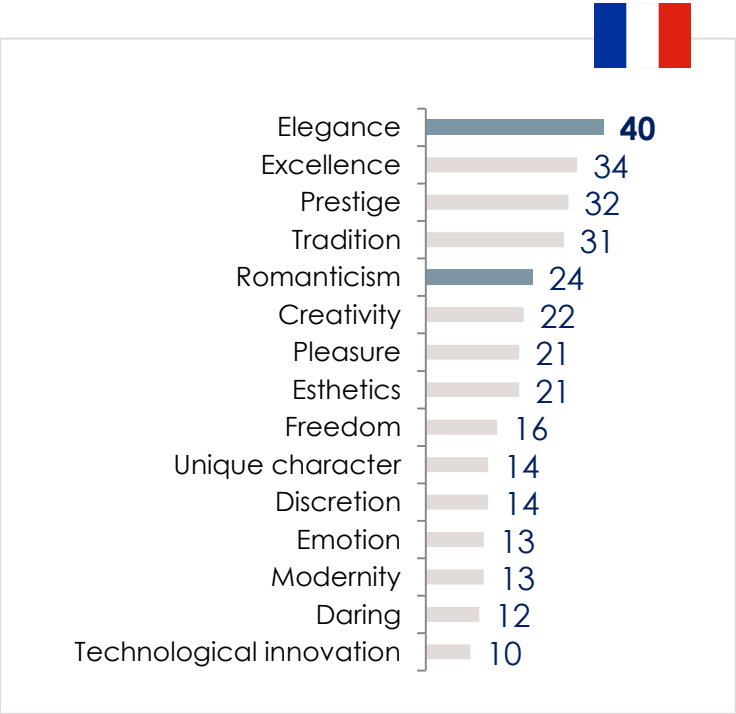


Which of the following characteristics do YOU ASSOCIATE IN PRIORITY WITH FRENCH LUXURY?



Elegance and romanticism are widely acknowledged as values inherent to the definition of French luxury

Which of the following values and attributes do YOU ASSOCIATE IN PRIORITY WITH FRENCH LUXURY?



France, a model of excellence and tradition for the French, a symbol of freedom and creativity according to foreigners



SPECIFIC CHARACTERISTICS ASSOCIATED WITH FRENCH LUXURY PER COUNTRY

(statistically significant differences)



Excellence
Tradition



Pleasure
Unique character
Modernity

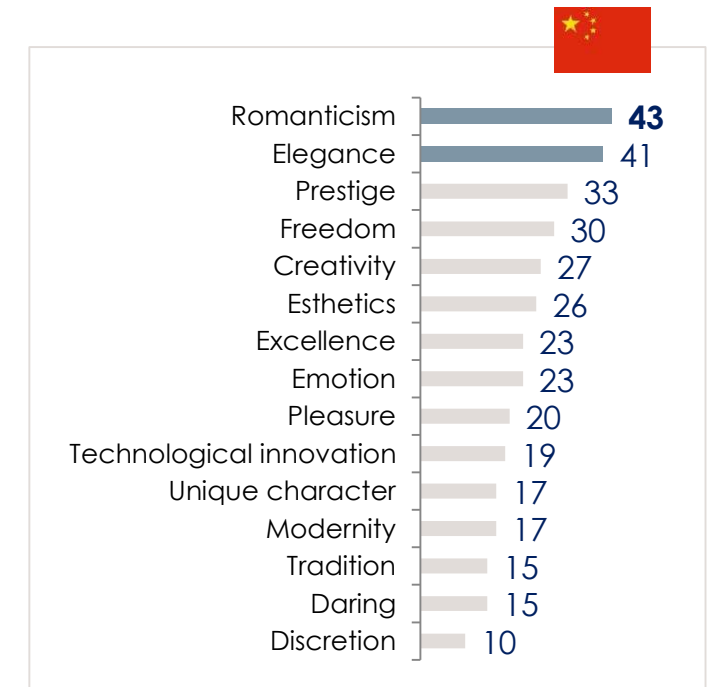
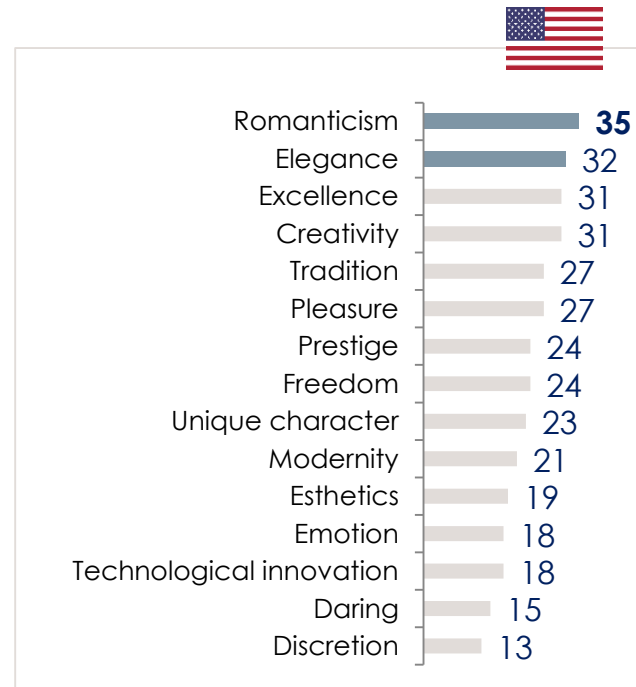
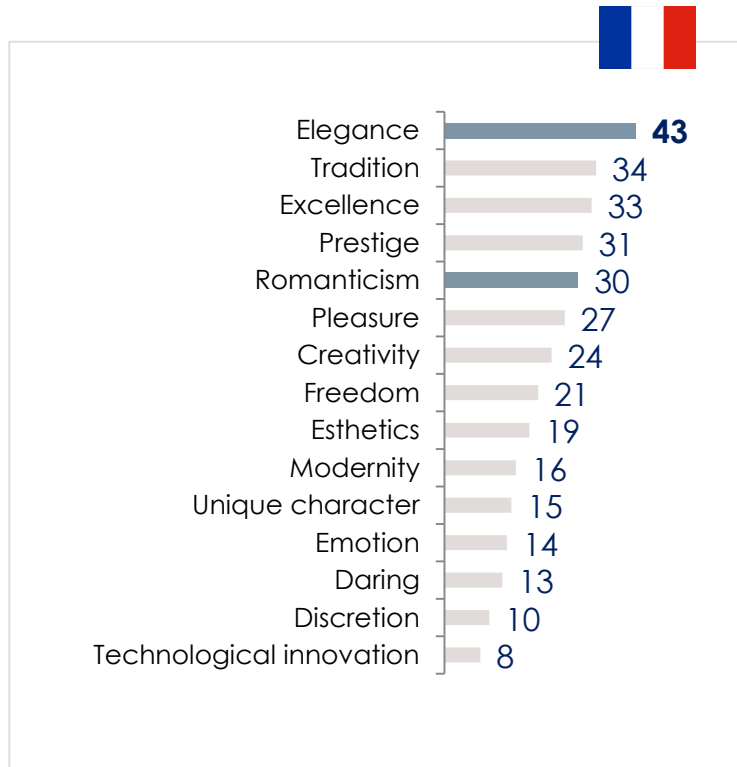


Creativity
Esthetics
Freedom

→ The French perceive French luxury above all as steeped in tradition, the Americans focus on the pleasures of modern civilization and the Chinese pinpoint values of freedom, beauty and innovation.

Elegance and romanticism: the two pillars of French art de vivre and luxury

Which of the following characteristics do YOU
ASSOCIATE IN PRIORITY WITH FRENCH ART DE VIVRE?



➔ Tradition is central to the way in which the French perceive their own culture. Creativity is emphasized more both by the Americans and Chinese.

France, a country steeped in tradition for the French,
a country of freedom and creativity according to foreigners



SPECIFIC CHARACTERISTICS ASSOCIATED WITH FRENCH ART DE VIVRE PER COUNTRY

(statistically significant differences)



Tradition
Excellence



Creativity
Modernity



Prestige
Freedom
Esthetics

→ Although the French identify their model as being
buoyed by tradition, the Americans highlight innovation,
and the Chinese prestige as well as freedom.

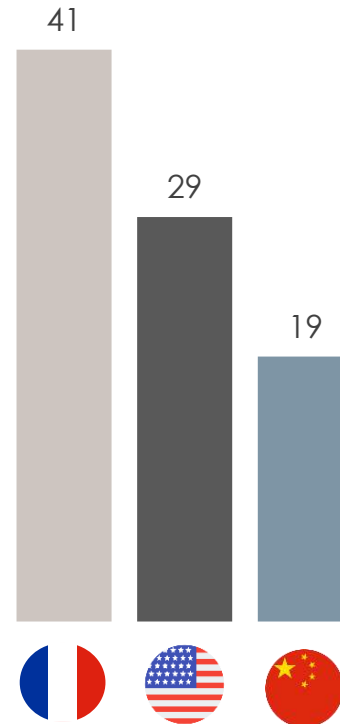


TRADITION : French singularity

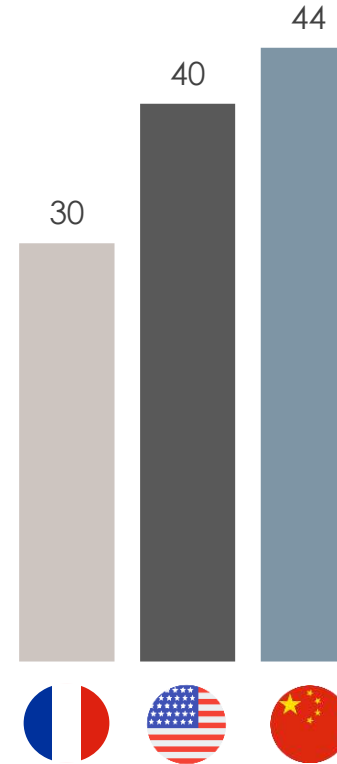
French luxury is...

→ The Chinese and Americans perceive French luxury above all as a blend of tradition and modernity.

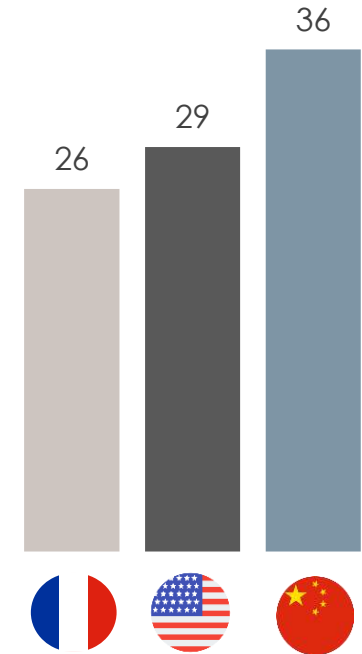
Heritage, tradition



Both



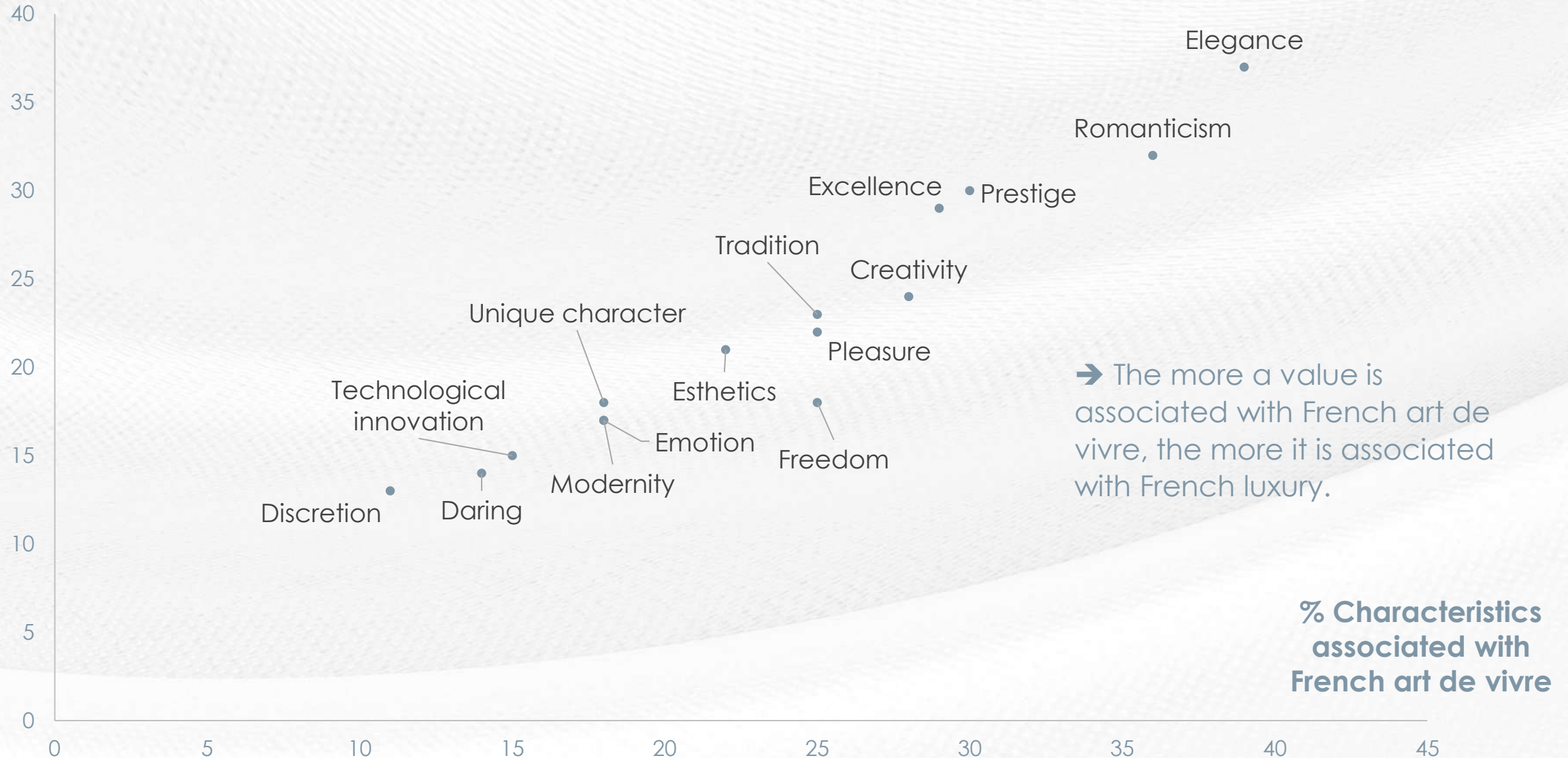
Creativity, innovation



In %

% Values and attributes associated with French luxury

Values associated with French luxury are similar to those associated with French art de vivre



→ The more a value is associated with French art de vivre, the more it is associated with French luxury.

% Characteristics associated with French art de vivre



FRENCH KNOW-HOW:
HELD IN HIGH ESTEEM

LUXURY



“MADE IN FRANCE”
is a guarantee

**Luxury products made in France
are higher quality**

% Total correspond

84%



In % - total correspond

THE GOOD TASTE OF BIG MAISONS, AN ASSET FOR FRENCH LUXURY





BIG BRANDS REMAIN
THE SYMBOL OF LUXURY
PAR EXCELLENCE

85%



LUXURY, is above all big brands
% Total correspond



In % - total correspond

France is thought of as the cradle of big luxury brands, but the quality of craftsmanship and small designers is acknowledged



FRENCH LUXURY is...

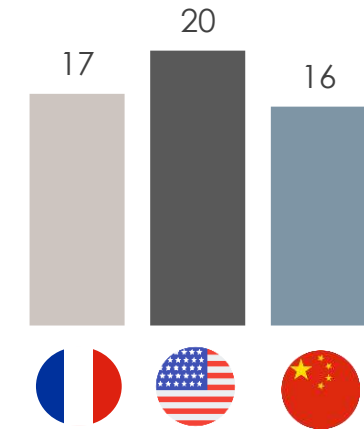
Big names, big brands



Both



Small designers, independent craftspeople





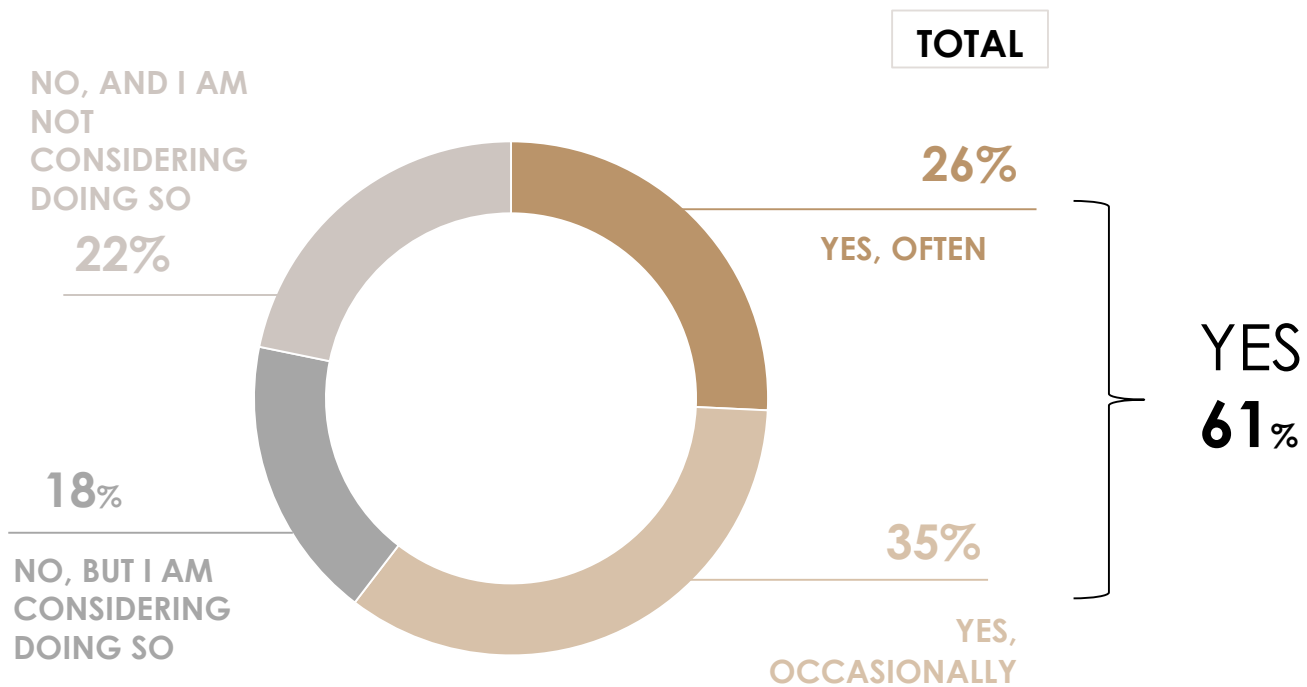
04

THE FUTURE OF FRENCH LUXURY:

CHALLENGES

Second-hand luxury: a widespread practice in all countries




% purchase second-hand luxury goods

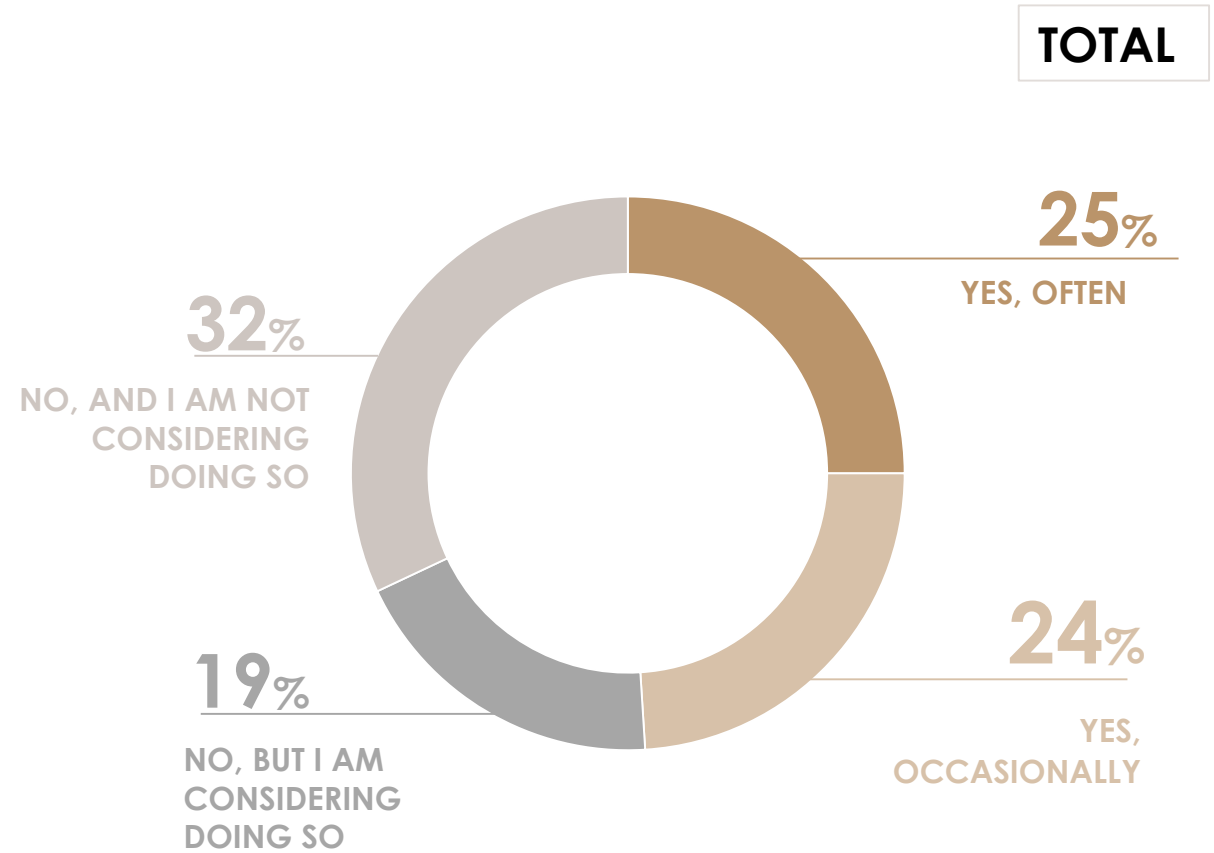




Rental: a practice gaining momentum, in particular in the United-States.

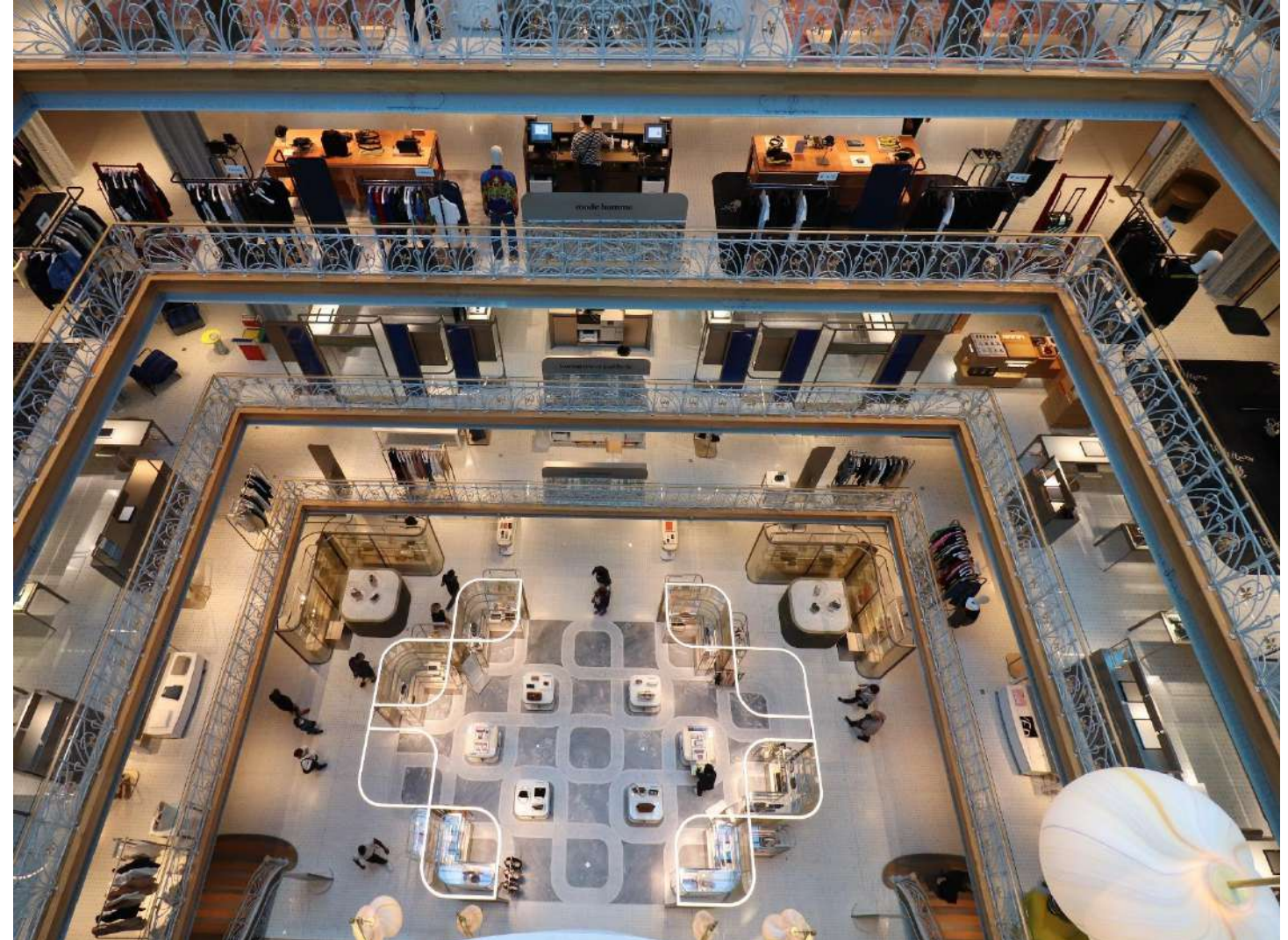
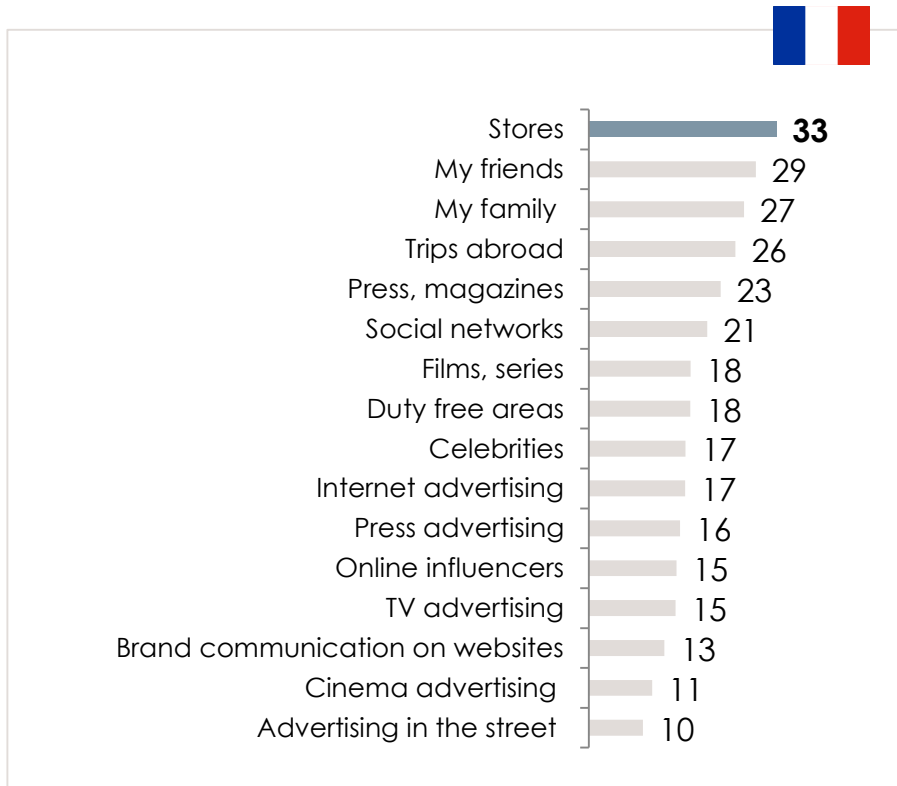
% rent luxury goods

			
YES, OFTEN	18	39	20
YES, OCCASIONALLY	21	25	26
No, BUT I AM CONSIDERING DOING SO	22	12	21
No, AND I AM NOT CONSIDERING DOING SO	38	24	33



Although stores continue to play a prominent role for the French...

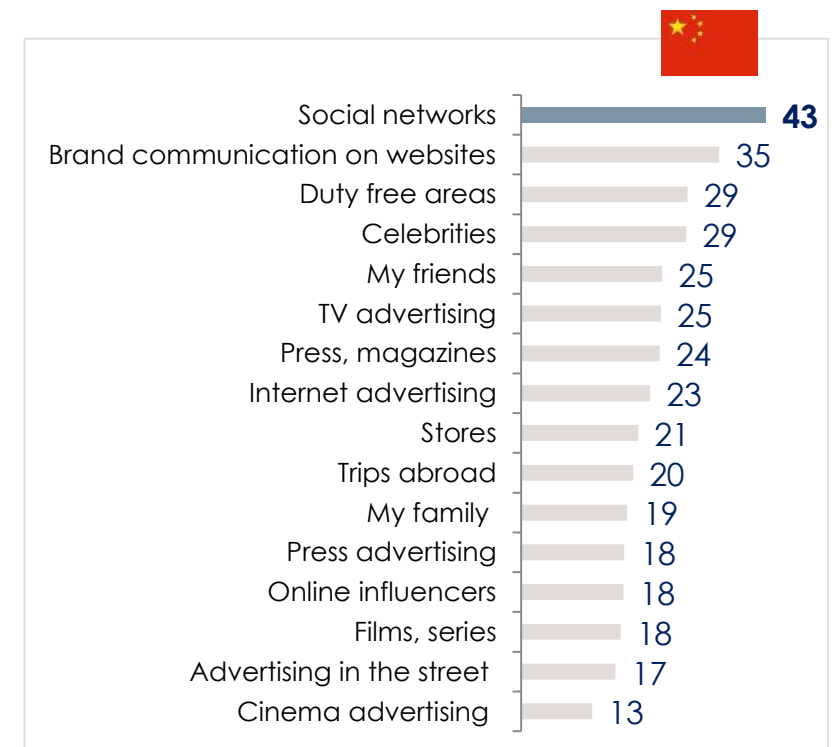
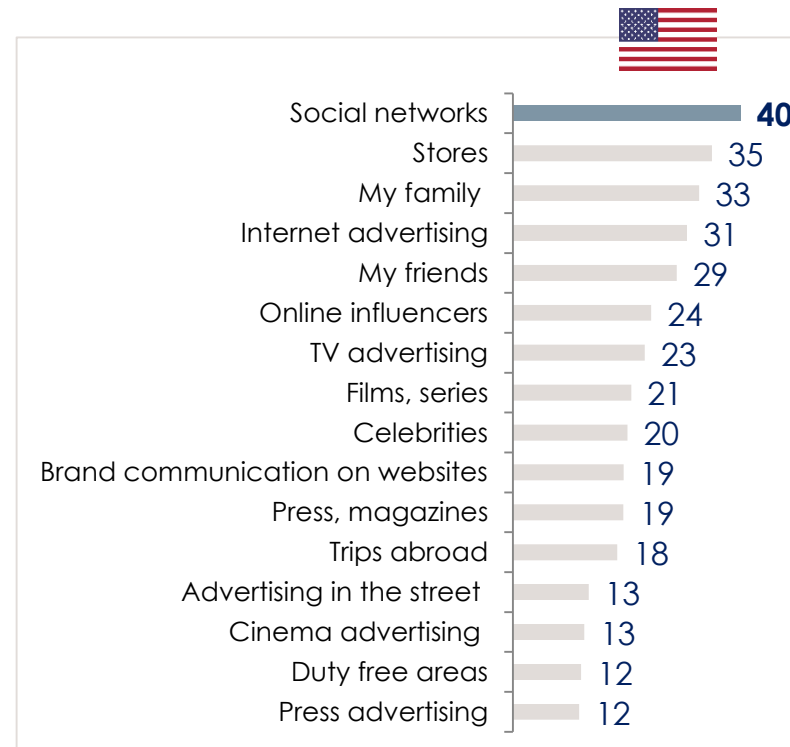
Which of the FOLLOWING SOURCES OF INFORMATION RELATIVE TO LUXURY influence your choice most?



... social networks dominate the landscape in the United States and China.



Which of the **FOLLOWING SOURCES OF INFORMATION RELATIVE TO LUXURY** influence your choice most?



Influence networks differ from country to country



SPECIFIC SOURCES OF INFLUENCE PER COUNTRY (statistically significant differences)



Stores
Friends,
Family,
Trips abroad.



Stores,
Family,
Friends,
Online advertising,
Online influencers.



Brand communication
on websites,
Celebrities,
TV advertising,
Duty free areas in
airports.

A NEW CHALLENGE: being exemplary and responsible to preserve the environment

In view of the changes
linked to the environmental
crisis, the luxury sector must
lead by example
(production methods,
minimizing waste, etc.) 85%



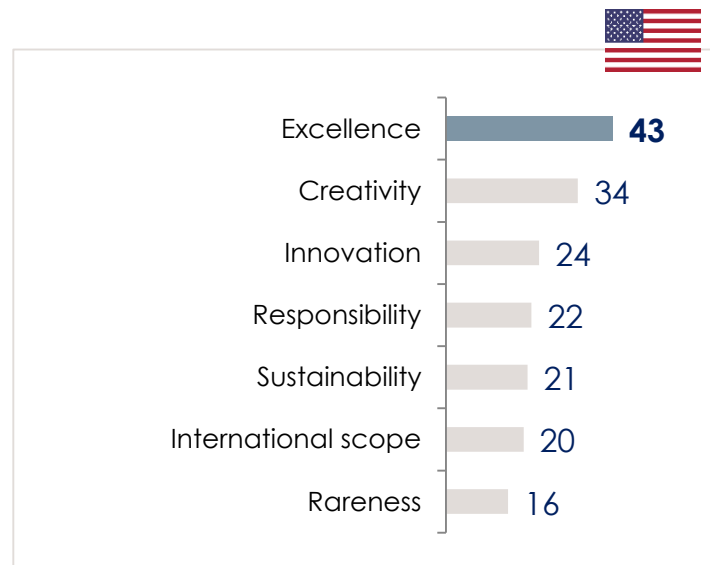
When it comes to luxury,
I prioritize
environmentally-friendly
and responsible
products 82%



In % - total correspond

Although excellence remains a key requirement, expectations will run high in China with regard to responsibility of French luxury

According to you, what will be the two main CHARACTERISTICS OF FRENCH LUXURY OVER THE NEXT 5 YEARS?





CONCLUSIONS

FRENCH LUXURY, AN ASSET FOR THE FUTURE



- **The pandemic has reinforced the desire for luxury among its target groups:**
 - A lifestyle that remains enhancing in daily life.
 - An investment for the future.
- **France asserts itself in 2021 as the country that best incarnates luxury:**
 - France is allocated the best scores.
 - Creativity, a value closely associated with French luxury, in particular abroad.
- **French luxury reflects an art de vivre that inspires the imagination:**
 - Values associated with French luxury are also values associated with French art de vivre.
 - Elegance and romanticism: values upheld by French culture and incarnated by French luxury.
- **“Made in France”, a reassuring signature.**

FRENCH LUXURY CONFRONTED WITH THE NEW REALITY



Three key luxury sector drivers in the years to come:

- **The irresistible appeal of second-hand luxury** for luxury clients.
- **The prominent role of social networks** in influence and communication strategies.
- **Corporate social responsibility**, with stakeholders in the luxury sector being expected to lead by example.

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