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# Luxury Jewelry and Watch Brands China Power Ranking 2023 H1

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# Introduction

For each luxury jewelry and watch brand, the Chinese market holds significant strategic importance.

On one hand, Chinese high-end consumers have actively started purchasing luxury jewelry and watch products. In recent years, with the thriving development of the Chinese luxury goods market, the economic power of high-net-worth customers in China has continued to rise. Buying, wearing, and collecting jewelry and watches has become a common practice among this segment.

On the other hand, as a well-known CEO of a watch brand pointed out, "People tend to forget that China is still an emerging market." The buying motivations and decision-making psychology of contemporary consumers are changing. With more jewelry and watch brands entering the Chinese market, people are not only paying attention to the products themselves but are also becoming increasingly curious, knowledgeable, and selective about the "brand." They are beginning to be moved by a "resonance" with the brand, rather than simply following what is "trendy."

Although luxury jewelry and watch brands are often considered traditional and understated, in the opportunity-rich and highly competitive Chinese market, continuously shaping brand image in a more active and sustained manner is the challenge of the next phase.

Therefore, in the release of the "Luxury Jewelry and Watch Brands China Power Ranking 2023 H1," we have specially included the "Luxury Jewelry and Watch Brand Vitality Ranking" for industry reference.

The Luxury Jewelry and Watch Brands China Power Ranking 2023 H1 released this time is based on comprehensive and real-time brand public dynamic data that covers all aspects, and it is calculated with weighted scores based on the research results of Luxe.CO. The list covers the period from January 1, 2023, to June 30, 2023, and includes 159 dynamics from 36 luxury jewelry and watch brands.

In January 2024, Luxe.CO will release the "Luxury Jewelry and Watch Brand China Power Ranking" for the entire year 2023. Stay tuned for it!

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# Luxury Jewelry and Watch Brands China Power Ranking 2023 H1 TOP10

Ranking		Brand
1	<i>Cartier</i>	Cartier
2	BVLGARI	BVLGARI
3	CHAUMET PARIS	CHAUMET
4	BREITLING 1884	Breitling
5	TIFFANY & CO.	Tiffany & Co.

Ranking		Brand
6	qeelin	Qeelin
7	Van Cleef & Arpels	Van Cleef & Arpels
8	DE BEERS	De Beers Jewellers
9	Glashütte ORIGINAL	Glashütte Original
10	BLANCPAIN	Blancpain

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# Luxury Jewelry and Watch Brands China Power Ranking 2023 H1 TOP20






Ranking		Brand
1	<i>Cartier</i>	Cartier
2	BVLGARI	BVLGARI
3	CHAUMET PARIS	CHAUMET
4	BREITLING 1884	Breitling
5	TIFFANY & CO.	Tiffany & Co.
6	qeelin	Qeelin
7	Van Cleef & Arpels	Van Cleef & Arpels
8	DE BEERS	De Beers Jewellers
9	<i>Glashütte</i> ORIGINAL	Glashütte Original
10	BLANCPAIN	Blancpain
11	OMEGA	Omega
12	VACHERON CONSTANTIN GENEVE	Vacheron Constantin (Ranked 12th)
12	ROLEX	Rolex (Ranked 12th)

Ranking		Brand
13	TAG Heuer SWISS AVANT-GARDE SINCE 1860	TAG Heuer
14	BOUCHERON	Boucheron (Ranked 14th)
14	FRED	FRED (Ranked 14th)
15	LONGINES	Longines
16	<i>Chopard</i>	Chopard (Ranked 16th)
16	G R A F F	Graff (Ranked 16th)
17	HARRY WINSTON	Harry Winston (Ranked 17th)
17	JAEGE-LECOULTRE	Jaeger-LeCoultre (Ranked 17th)
18	AUDEMARS PIGUET Le Brassus	Audemars Piguet (Ranked 18th)
18	PIAGET	PIAGET (Ranked 18th)
18	Pomellato	Pomellato (Ranked 18th)
19	IWC SCHAFFHAUSEN	IWC
20	H. Moser & Cie.	H. Moser & Cie.



# 2023 H1 China Luxury Brands Vitality Rankings TOP20

Ranking		Brand
1	LOUIS VUITTON	Louis Vuitton
2	<i>Cartier</i>	Cartier
3	DIOR	Dior
4	GUCCI	Gucci (Ranked 4th)
4	<b>M A R N I</b>	Marni (Ranked 4th)
5	CELINE	Celine (Ranked 5th)
5	VERSACE	Versace (Ranked 5th)
6	BVLGARI	BVLGARI
7	Maison Margiela PARIS	Maison Margiela
8	FENDI	Fendi
9	BURBERRY	Burberry
10	CHAUMET PARIS	CHAUMET (Ranked 10th)
10	PRADA	Prada (Ranked 10th)
10	VALENTINO	Valentino (Ranked 10th)
11	BREITLING 1884	Breitling

Ranking		Brand
12	TIFFANY & CO.	Tiffany & Co.
13	qeelin	Qeelin (Ranked 13th)
13	<b>JIL SANDER</b>	Jil Sander (Ranked 13th)
14	Van Cleef & Arpels	Van Cleef & Arpels
15	 HERMÈS PARIS	Hermès (Ranked 15th)
15	DE BEERS	De Beers Jewellers (Ranked 15th)
16		Christian Louboutin (Ranked 16th)
16		Glashütte Original (Ranked 16th)
17	BOTTEGA VENETA	Bottega Veneta (Ranked 17th)
17	DOLCE & GABBANA	Dolce&Gabbana (Ranked 17th)
18	<b>MIU MIU</b>	Miu Miu (Ranked 18th)
18	 BLANCPAIN	Blancpain (Ranked 18th)
19	<i>Loro Piana</i>	Loro Piana (Ranked 19th)
19	RALPH LAUREN	Ralph Lauren (Ranked 19th)
20	 OMEGA	Omega

The above ratings are based on Luxe.CO's statistical data on the marketing activities and channel expansion actions of major luxury jewelry and watch brands in China for the first half of 2023. These ratings take into account different weights based on the importance and impact of various subcategories. For example, the weight of a brand's major exhibition is higher than that of a general exhibition, and the weight of a nationwide flagship store is higher than that of a regional flagship store, and so on.

(Note: This report does not include dynamics related to luxury brands in the beauty, skincare, and fragrance categories.)

The Luxe.CO Intelligence Luxury Brand China Vitality Rankings involve brand dynamics in ten major categories:

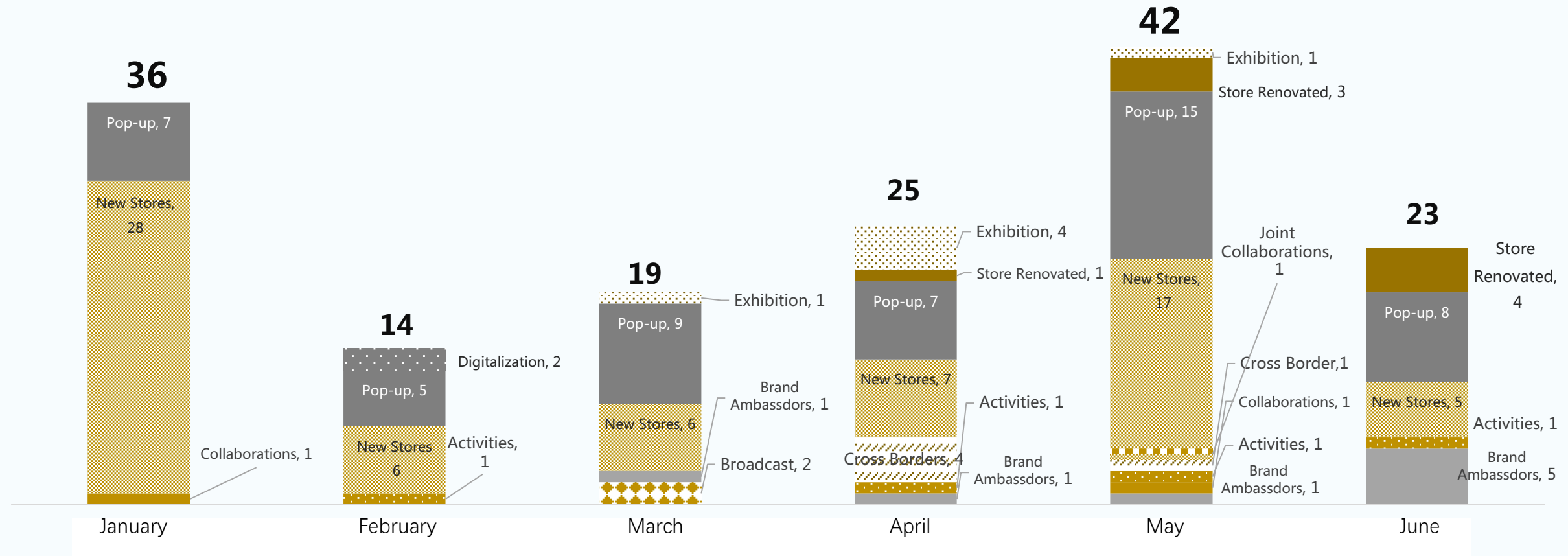
- Store Expansion:** Global flagship stores, national flagship stores, regional flagship stores, city flagship stores, other new store openings, significant store renovations.
- Brand Exhibitions:** Large-scale brand exhibitions, regular brand exhibitions, brand city tours.
- Fashion Shows:** Offline fashion shows held in China.
- Brand Collaborations:** Collaborations with Chinese commercial brands, collaborations with celebrities/KOL/top artists, collaborations with Chinese independent designers, collaborations with international IPs, collaborations with local IPs.
- Cross-Border Activities:** Sponsorships for charity, cross-border sports, cross-border music, art sponsorships.
- Creative Collaborations:** Collaboration with local artists/creative individuals.
- Brand Spokespeople/Ambassadors/Friends:** Appointments of Chinese spokespeople, appointments of Chinese brand ambassadors, appointments of brand friends.
- Visual Communication:** Book/film publications.
- Digital Marketing and E-commerce:** Online stores, interactive experiences, podcasts.
- Other Brand Activities:** Customization, art installations, pop-up shops, experiential spaces.

These categories cover a broad spectrum of activities and initiatives undertaken by luxury brands to enhance their presence and influence in the Chinese market.

To view the rankings for the year 2022, please click on the following link: [2022 Rankings](<https://luxe.co/post/265215>)

# Dynamic Distribution of Luxury Jewelry & Watch Brands in China for H1 2023 (by month)

By month , **May was the busiest** , followed by **January**



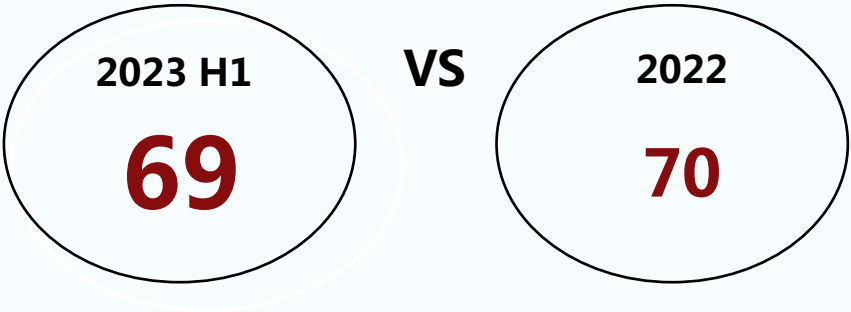
Data Source: Luxe.CO Luxury Brand Database



# Comparison of New Store Openings for Luxury Jewelry & Watch Brands in China (H1 2023 vs. 2022)

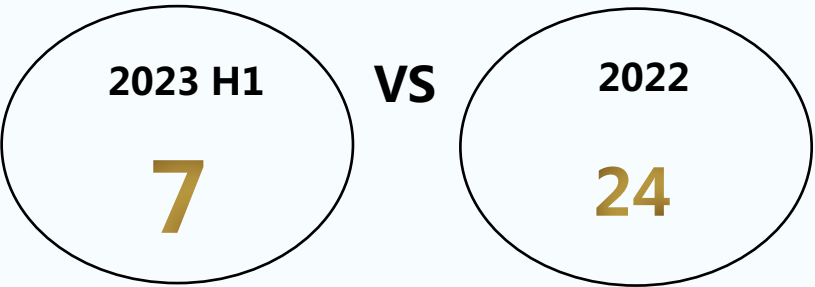
## Physical Store

No. of new physical store openings in China



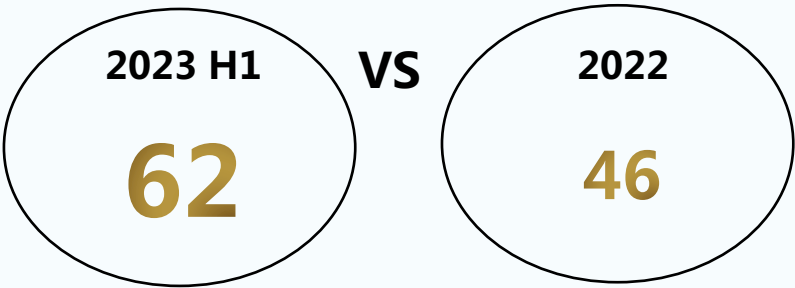
## First Tier City

No. of stores opened in first tier cities



## Non First Tier City

No. of stores opened in non first tier cities



# Comparison of New Pop-up Store Openings for Luxury Jewelry & Watch Brands in China (H1 2023 vs. 2022)

## Pop-up stores

No. of pop-up store openings in China

2023 H1	VS	2022
51		91

## First Tier city

No. of stores opened in first tier cities

2023 H1	VS	2022
26		50

## Non First Tier City

No. of stores opened in non first tier cities

2023 H1	VS	2022
25		41

# Number of Physical Stores Opened by Luxury Jewelry & Watch Brands (H1 2023)

Brand	No. of Stores Opened		Brand	No. of Stores Opened		Brand	No. of Stores Opened	
Qeelin	5	First store in Lanzhou	Van Cleef & Arpels	3	First store in Shandong First store in Fujian First store in Henan	Mikimoto	1	
Cartier	4	First store in Fujian First store in Lanzhou	Jaeger-LeCoultre	2	First store in Jiangsu First store in Shenzhen	Panerai	1	
Rolex	4	First store in Gansu	Pomellato	2		FRED	1	First store in Henan
Blancpain	4	First store in Henan , First direct selling store in Shenzhen First store in Gansu	BVLGARI	2		PIAGET	1	
CHAUMET	4	First store in Henan First store in Anhui	Breitling	2	First store in Henan	Tiffany & Co.	1	
Glashütte Original	4	First store in Henan	Chopard	2		H.Moser & Cie.	1	Nation's first store
TAG Heuer	4	First store in Lanzhou	De Beers Jewellers	2	First store in Zhejiang	Breguet	1	First store in Henan
Longines	3		IWC	2	First store in Lanzhou	Harry Winston	1	First store in Nanjing
Boucheron	3	First store in Zhejiang	A . Lange & Söhne	1		Roger Dubuis	1	First direct selling store in Xinan
Omega	3		Vacheron Constantin	1		Ulysse Nardin	1	First store in Henan
			TASAKI	1				
			Graff	1				

# Number and City Distribution of New Store Openings by Luxury Jewelry & Watch Brands (H1 2023)

Brand	No. of Stores Opened	Brand	No. of Stores Opened
Chengdu	21	Nanjing	2
Zhengzhou	9	Qingdao	1
Lanzhou	9	Wuhan	1
Fuzhou	4	Taiyuan	1
Hangzhou	4	Hefei	1
Shenzhen	3	Changsha	1
Ji'nan	3	Ningbo	1
Shanghai	2	Suzhou	1
Guangzhou	2	Nanning	1
Haikou	2		

# Comparison of City Rankings for New Store Openings by Luxury Jewelry & Watch Brands (H1 2023 vs. 2022)

2023 H1, City Ranking	City	No. of Stores Opened	2022 City Ranking	City	No. of Stores Opened
1	Chengdu	21	1	Shanghai	37
2	Zhengzhou	9	2	Chengdu	35
2	Lanzhou	9	3	Shenzhen	14
3	Fuzhou	4	4	Sanya	10
3	Hangzhou	4	5	Beijing	9
4	Shenzhen	3	5	Nanjing	9
4	Ji'nan	3			
5	Shanghai	2			
5	Guangzhou	2			
5	Haikou	2			
5	Nanjing	2			



# Commercial Locations for New Store Openings by Luxury Jewelry & Watch Brands (H1 2023)

Brand	No. of Stores Opened	Brand	No. of Stores Opened	Brand	No. of Stores Opened
<b>Chengdu SKP</b>	<b>20</b>	Taiyuan MixC	1	Qingdao Hisense Plaza	1
<b>Zhengzhou David Plaza</b>	<b>9</b>	Shenzhen MixC	1	Hefei Intime	1
<b>Lanzhou MixC</b>	<b>9</b>	Changsha IFS	1	Shanghai Qiantan Taikoo Li	1
Fuzhou MixC	4	Chengdu Taikoo Li	1		
Ji'nan MixC	3	Hangzhou Hubin Yintime in77	1		
Hangzhou Tower	3	Nanning MixC	1		
Shenzhen Bay MixC	2	Suzhou Center	1		
Guangzhou Taikoo Hui	2	Ningbo MixC	1		
Nanjing Deji Plaza	2	Wuhan MixC	1		
Haikou International Duty Free City	1				

# Number of Pop-up Stores Opened by Luxury Jewelry & Watch Brands (H1 2023)

Brand	No. of Stores Opened	Brand	No. of Stores Opened	Brand	No. of Stores Opened
<b>CHAUMET</b>	<b>6</b>	Cartier	2	Panerai	1
<b>Vacheron Constantin</b>	<b>5</b>	Hublot	2	Longines	1
<b>Van Cleef &amp; Arpels</b>	<b>4</b>	Audemars Piguet	2	Breguet	1
<b>BVLGARI</b>	<b>4</b>	Jaeger-LeCoultre	2	Glashütte Original	1
<b>Harry Winston</b>	<b>4</b>	Chopard	1		
Breitling	3	Ulysse Nardin	1		
Omega	3	Blancpain	1		
Tiffany & Co.	3	De Beers Jewellers	1		
PIAGET	2	Buccellati	1		

# An Illustration of Past Rankings on the Ranking List

The 2022 Annual  
Luxury Brand Power Ranking in China

2022 奢侈品牌中国活力榜 TOP10		
排名	品牌	
1	LOUIS VUITTON	Louis Vuitton 路易威登
2	DIOR	Dior 迪奥
3	BVLGARI	BVLGARI 宝格丽
4	GUCCI	Gucci 古驰
5	BURBERRY	Burberry 博柏利 (并列第5)
5	LOEWE	Loewe 罗意威 (并列第5)
6	PRADA	Prada 普拉达
7	CELINE	Celine 思琳 (并列第7)
7	qeelin	Qeelin 麒麟珠宝 (并列第7)
8	Maison Margiela	Maison Margiela 马吉拉时装屋
9	VALENTINO	Valentino 华伦天奴 (并列第9)
9	Van Cleef & Arpels	Van Cleef & Arpels 梵克雅宝 (并列第9)
10	MaxMara	Max Mara 麦丝玛拉

The 2022 Annual Luxury Jewelry and Watch Brand  
Power Ranking in China

2022年度奢侈珠宝&腕表品牌中国活力榜 TOP10		
排名	品牌	
1	BVLGARI	BVLGARI 宝格丽
2	qeelin	Qeelin 麒麟珠宝
3	Van Cleef & Arpels	Van Cleef & Arpels 梵克雅宝
4	Cartier	Cartier 卡地亚
5	VACHERON CONSTANTIN	Vacheron Constantin 江诗丹顿
6	DE BEERS	De Beers 戴比尔斯
7	TIFFANY & CO.	Tiffany & Co. 蒂芙尼
8	HUBLOT	Hublot 宇舶表
9	IWC	IWC 万国表
10	CHAUMET	Chaumet 尚美巴黎

与2021年比，总排名上升最快的10个奢侈品牌

VACHERON CONSTANTIN GENEVE Vacheron Constantin 江诗丹顿 ↑ 16名	BLANCPAIN Blancpain 宝珀 ↑ 13名	TAGHeuer SWISS AVANT-GARDE SINCE 1860 TAG Heuer 泰格豪雅 ↑ 11名	ROGER DUBUIS Roger Dubuis 罗杰·杜彼 ↑ 10名	BUCCELLAI Buccellati 布契拉提 ↑ 9名
MIKIMOTO Mikimoto 御木本 ↑ 7名	TASAKI TASAKI 塔思琦 ↑ 6名	PIAGET Piaget 伯爵 ↑ 5名	qeelin Qeelin ↑ 2名	DE BEERS De Beers 戴比尔斯 ↑ 2名

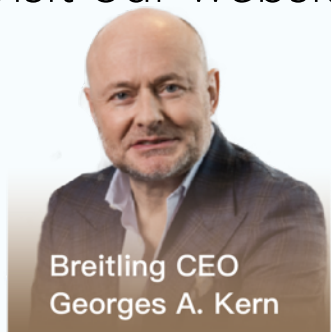
The 2021 Luxury Brand Power Ranking  
in China

排名	品牌	
1	DIOR	Dior 迪奥
2	LV	Louis Vuitton 路易威登
3	GUCCI	Gucci 古驰
4	FENDI	Fendi 芬迪
5	BURBERRY	Burberry 博柏利
6	CHANEL	Chanel 香奈儿
7	PRADA	Prada 普拉达
8	BVLGARI	BVLGARI 宝格丽 (并列第8)
8	Cartier	Cartier 卡地亚 (并列第8)
8	Van Cleef & Arpels	Van Cleef & Arpels 梵克雅宝 (并列第8)

If you wish to access more luxury industry reports, please search on the Luxe .CO app or the Luxe.CO website. For the English version of the rankings, you can visit the website at [luxeplace.com](http://luxeplace.com).

# Luxe.CO Luxury Jewelry and Watch Brands CEO Interview Series

(visit our website or app for more details)



Breitling CEO  
Georges A. Kern

**Breitling CEO: Chinese Consumers Rarely Buy Brands That Are Not Very Successful Outside of China**



Hublot CEO  
Ricardo Guadalupe

**Hublot CEO: Fortunately, We're Still Young**



Panerai CEO  
Jean-Marc Pontroué

**Panerai: Showcasing Italian Design DNA through Innovation at Geneva Watch Exhibition Restart**



PIAGET CEO  
Benjamin Comar

**PIAGET's New CEO: "We Need to Build a Bridge Between Watches and Jewelry"**



BVLGARI Global CEO  
Jean-Christophe Bain

**Bvlgari Global CEO Jean-Christophe Bain: Embracing Innovation Across 134 Years of History**



Qeelin CEO  
Christophe Artaux

**Why Are More People Wearing Qeelin Gourds?**



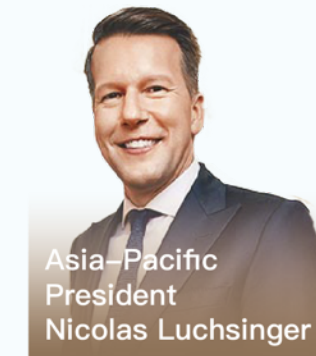
Boucheron  
Global CEO  
Hélène Poulit-Duquesne

**Boucheron Global CEO: "No One Will Wait for You in a New Market"**



Pomellato CEO  
Sabina Belli

**Why are Women Buying Pomellato?**



Asia-Pacific  
President  
Nicolas Luchsinger

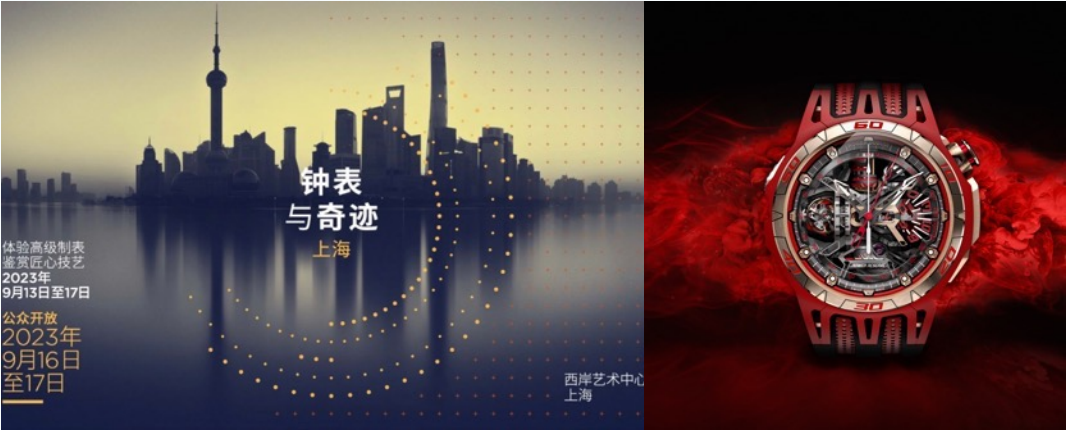
**Van Cleef & Arpels Asia-Pacific President on Global Premiere in Shenzhen**



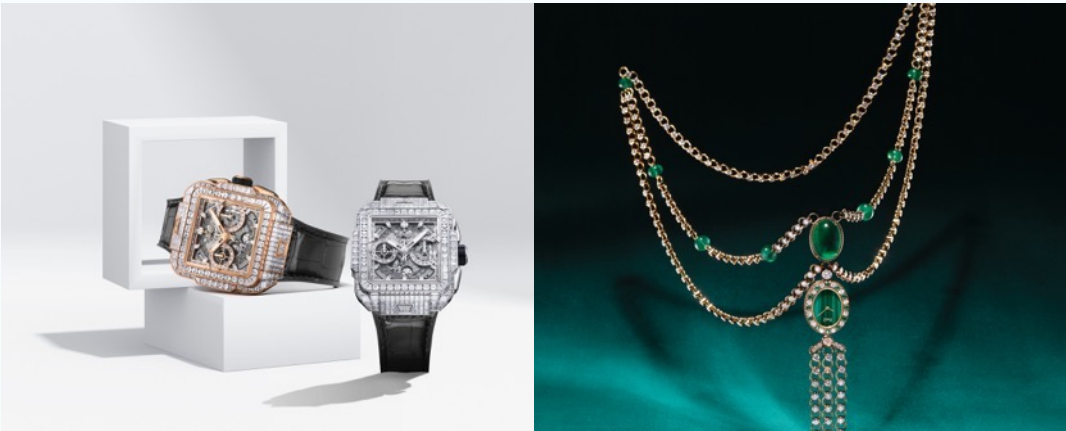
# Luxe.CO's Jewelry and Watch Industry Activities Reports

(refer to website or app for more details)

Explore the Shanghai Watches and Wonders Exhibition with Luxeplace | Who Are the Owners of the Two Most Expensive Watches?



Emerging Trends from Nine Leading Luxury Watch Brands at Geneva Showcase



Luxe.CO Intelligence Transcript: What Opportunities Does Sustainable Development Hold for Luxury Brands in China? Insights from Four Guests





## Our Unique Value Proposition

- Luxe.CO is a leading fashion and business financial information platform
- A decade of meticulous construction of industry databases and research systems
- World's first, carrying vast real-time information, Tong.Luxe.CO
- Bilingual coverage at home and abroad (English: luxeplace.com)
- The Preferred Platform for Global Fashion CEOs/Executives to Voice Their Opinions in China

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Apple and Android  
App



Mandarin Website  
luxeco.com



English Website  
luxeplace.com

## Audience Profile

- To Business: A readership of management talents who have been following and highly trust Luxe.CO for many years.
- To Customer: High-net-worth, highly perceptive, and highly educated 3H elite consumers with a word-of-mouth reputation.
- Readers are spread across major cities in China's first and second-tier cities and some overseas metropolises.
- Lighthouse and Ripple Effect: Influence spans across various sectors including fashion, finance, technology, and media.
- (Manufacturers, designers, brand owners, commercial real estate, online and offline retailers, social media platforms, funds/securities firms, online and offline media, etc.)

### *About Tong.Luxe.CO.*

*All data in this report is sourced from the Tong.Luxe.CO platform, which is the world's first real-time fashion business dynamic platform launched by Luxe.CO.*

*It aggregates real-time business dynamics in the fashion industry in a one-stop fashion, with a focus on the China market while also considering overseas trends.*



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The preferred platform for global leadership and management to voice  
their opinions Accumulated 100+ exclusive interviews with global fashion  
and luxury industry executives





## About Luxe.CO Intelligence

Luxe.CO Intelligence has been deeply rooted in the fashion and luxury industry for a long time. With the industry network, data intelligence, and knowledge system we have consistently built, we are committed to providing professional, innovative, and forward-looking consulting services to brands and businesses in China and abroad.

Our consulting services cover various aspects, including brand revitalization and upgrade strategies, brand content and communication strategies segmentation industry positioning and opportunity analysis, China market entry strategies, and more.

Luxe.CO Intelligence regularly shares our research findings with entrepreneurs senior executives, and investment institutions both in China and overseas.

For customized projects and collaboration discussions, please feel free to contact:

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Research Report on Collaboration between Luxury Brands and Chinese Artists

Seven Key Themes for Sustainable Development in the Luxury Industry

Italian Fashion Brands in China

2022 Chinese Luxury Marketing Report: Seizing the Private Domain Territory

Luxury Brand Observations in China for 2022 by Luxe.CO Intelligence

Louis Vuitton in 2022

2022 Global Down Jacket Brand Research Report Middle

East Fashion Report

Dior in 2022

Chanel in 2022

2022 Annual Luxury Brand Activity Ranking in China

Hermès in 2022

Southeast Asia Fashion Report

Observations on the China market for Global Luxury Skincare Brands

2022 Luxury Jewelry and Watch Brand Activity Ranking in China

2023 Gold Jewelry Brand Observations Margiela in China



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