

MARKETING

## Comit Colbert makes local, international push to cement luxury's future

January 26, 2018

*Serge Bloch's illustration for #HeritageAndCreativity*

By STAFF REPORTS

French luxury collective Comit Colbert is setting its sights on an American audience.

Through 2020, the organization will focus on reaching consumers in the United States, who it says share its values. While much of the growth in luxury is happening in Asia, the U.S. market is still a driving force in the luxury business.

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### Upholding heritage

In addition to its U.S. outreach, Comit Colbert will expand the "Committed to heritage and creativity" campaign to Argentina. Created in partnership with UNESCO, the effort aims to spread awareness for the heritage of the organization's members.

Originally launched in 2015, the poster campaign encourages passersby to help protect and promote these brands.

Along with its focus on the Americas, Comit Colbert will also provide outreach to youth in its native France with a focus on preserving luxury's future.



*Comit Colbert includes 81 member houses. Image credit: Comit Colbert*

The organization will again sponsor the video contest "Je Filme Le Mtier Qui Me Plat." This competition asks middle

school students to create a three-minute film about a job that they like.

Its Chaire Colbert program will focus on training master's students from the ENSAAMA school of art and design through collaborative projects with member brands.

While based in France, Comit Colbert has created a global conversation about French luxury through partnerships.

Members of Comit Colbert reaffirmed French luxury's positioning in Japan through a dialogue with 50 up-and-coming Japanese artists.

Japan has proved a successful market for luxury brands of all sizes and craft category, resulting in well-developed retail networks in major cities such as Tokyo, Osaka, Kobe and Kyoto. On average, the Japanese market represents 10 percent of luxury export sales, and for some goods categories the figure jumps to more than 60 percent ([see story](#)).

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