

MARKETING

Louis Vuitton retains position as most valuable French brand

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The ninth fragrance for Louis Vuitton. Image credit: Louis Vuitton

By BRIELLE JAEKEL

France's Louis Vuitton, Chanel and Hermès have ranked as the country's most valuable brands, leading Kantar Millward Brown's luxury-dominated BrandZ list of the top 50 labels in the nation.

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Luxury brands are proving to be an integral part of French retail, representing 47 percent of the total value of BrandZ's latest France ranking. Total brand value in France rose 12 percent for the 2018 edition of the list, with Louis Vuitton in the lead.

"French corporates can be quite traditional and that has served them well in the past but it's important for brand growth to break out of that behavior," said Pierre Gomy, managing director brand and communications at Kantar TNS, Kantar Millward Brown. "Consumers are increasingly looking for innovation and CSR offers the opportunity for businesses to redefine themselves beyond digital and product to include corporate behavior."

WPP commissioned the BrandZ **Top 50 Most Valuable French Brands** report, which was conducted by brand equity research experts Kantar Millward Brown, who interviewed 101,000 consumers in regards to 1,100 brands in 88 categories.

Brand value

Louis Vuitton saw its brand value reach \$46.4 billion in 2018, followed by Chanel with \$39.2 billion and Hermès with \$31.5 billion.



Image credit: Hermès

Newcomers in the rankings, including Cline and Van Cleef and Arpels, helped support luxury's dominance in the rankings. These additions meant that two of the six new brands in the top 50 were luxury labels.

BrandZ also found that Dior was the fastest growing brand with 58 percent growth, followed by Rmy Martin and Saint Laurent with 39 percent and 34 percent increases, respectively.

Surveys with consumers also revealed that while consumers are buying less, they are focusing on buying better.

More than half of French consumers are interested in paying for better quality.



Image credit: Dior

Online shopping has grown 13 percent in a year, but will likely continue to increase. But the 55-and-up bracket is a significant portion of France's business, accounting for 40 percent of spending.

Additional insight

French luxury companies who leverage heritage dominate as the most-valuable brands from France, but smaller houses and foreign rivals won out in innovation in last year's rankings.

WPP and Kantar Millward Brown's BrandZ inaugural Top 50 Most Valuable French Brands 2017 also ranked Louis Vuitton as the most-valuable French brand at \$35.5 billion. The report also noted that the top four brands ranked in the French Top 50 have also secured places in the standard Top 50 ([see story](#)).

Consumers are turning to luxury brands for escapism and excitement as current events leave them disenchanted with the world, according to another report from WPP and Kantar Millward Brown.

In the agency's 2018 BrandZ rankings, the top 10 luxury brands grew their collective value by 28 percent, fueled both by Chinese consumers and the constantly increasing digital marketing tactics leveraged by luxury brands. Italy's Gucci saw the fastest increase in brand value, as it rose 66 percent year-over-year ([see story](#)).

"France gave us the word entrepreneur, and there is a huge opportunity for brands that can lead and shake things up for their consumers," said David Roth, CEO of The Store - WPP Europe, Middle East, Africa and Asia. "Innovation is the fastest route to brand value growth, but companies should explore all forms of innovation as they seek the best, most authentic solutions for their brand."

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