

MARKETING

Luxury brands commemorate Eid al-Fitr

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The Piaget Possession collection. Image credit: Piaget

By LUXURY DAILY NEWS SERVICE

Luxury brands are turning to social media to wish Muslim affluents Eid Mubarak at the end of Ramadan.

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From hospitality brands to watchmakers, brands are recognizing Eid al-Fitr, which this year begins on the evening of May 12. Acknowledging diverse audiences of different races, religions, ethnicities and more is becoming essential for luxury brands as younger consumers seek out more inclusive brands.

Reaching Muslim affluents

Eid al-Fitr, sometimes called the "Festival of Breaking the Fast," commemorates the end of Ramadan. Muslims observe Ramadan through prayer, reflection and dawn-to-sunset fasting.

Before the start of Ramadan this spring, online retailer Farfetch launched a campaign highlighting exclusive collections from 30 Middle Eastern and international designers. Shot in Dubai by Francesco Scotti and styled by Warren Leech, this campaign is a celebration of modest style and its many different interpretations ([see story](#)).

Swiss jeweler Piaget also revealed its own Ramadan campaign centered around the Possession collection for women. The film alternates scenes of a glamorous young woman in a dramatic desert landscape, dressed in a chic white pantsuit and hijab, and shots of her at home.

Piaget reflects on heritage and identity in its Ramadan campaign

"While tradition will also be part of who we are, so will evolution," she says in a voiceover. "Our roots have made us who we are; who we will become is completely up to us."

The campaign, which is targeted to the modern Muslim woman, features timepieces with diamond and mother-of-pearl accents, as well as rose gold and diamond jewelry, including rings, bracelets, earrings and pendants.

Hospitality brands Four Seasons Hotels & Resorts and Fairmont Hotels also took to Instagram and Twitter to wish consumers Eid Mubarak, which translates to "blessed feast." India's ITC Hotels is offering an exclusive Ramadan menu for those celebrating at home.

As the setting sun meets the horizon over the azure waters of the Mediterranean, be enveloped

in a moment of calm at [@FSHotelTunis](#).

As the sun also sets on Ramadan, we wish everyone celebrating a joyful Eid Mubarak. [#Tunis](#)
[#Ramadan](#) [#eidmubarak](#) pic.twitter.com/LZ2xYjCT9l

Four Seasons Hotels (@FourSeasons) [May 12, 2021](#)

Ramadan post from Four Seasons

According to a 2018 report from Thompson Reuters, the Islamic economy is poised to reach \$3 trillion by 2023. A number of international and mainstream luxury companies have already sought this market through Muslim-friendly merchandise and experiences, but there remains more room for growth ([see story](#)).

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