

MARKETING

## Luxury brands tout Father's Day gifts, record sales anticipated

June 18, 2021



Victor Cruz is celebrating Father's Day with David Yurman. Image credit: David Yurman

By LUXURY DAILY NEWS SERVICE

Luxury brands are getting sentimental and sleek in celebration of Father's Day on June 20.

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In its annual survey, [the National Retail Federation](#) reports that United States consumers are expected to spend more than \$20.1 billion on gifts and other items for Father's Day this year, a record high. Hugo Boss, David Yurman, Gucci and Herms are some of the brands highlighting offerings before the big day this weekend.

### Gifts for dad

Last year, Father's Day spending totaled \$17 billion in the U.S., setting a record per the NRF. Father's Day sales in the United States totaled about \$16 billion in 2019, with consumers spending an average \$138.97, with spending increasing every year since ([see story](#)).

With a clear demand, brands are looking to catch consumers' eyes in their search for the perfect gift for dad.

German fashion house Hugo Boss recently released "Above All Else: A Dad," a short film highlighting British professional boxer Anthony Joshua. In the sentimental film, Mr. Joshua discusses fatherhood, with clips of the boxer and his son JJ fashioning Hugo Boss products.

*Mr. Joshua's most important role is father.*

The heartfelt vignette goes beyond the boxer's storied career and can reach consumers looking to share something with their fathers in similar style.

U.S. jeweler David Yurman is celebrating Father's Day with the help of former American football player and father to Kennedy, Victor Cruz.

"Father's Day is a moment to reflect on your responsibility as a dad," Mr. Cruz said in a statement. "It's important to realize the constant affirmation that someone is looking to you for guidance."

On the David Yurman site, Mr. Cruz highlights some of the pieces from the jeweler's Waves, Chain and Pyramid collections. Consumers can buy box chain necklaces and bracelets, Armory rings and more.

Italian fashion label Gucci is reminding shoppers of its Client Advisor service which can help curate a selection of tailored product recommendations. Consumers can find thoughtful and last-minute Father's Day gifts by booking a private appointment for a virtual or in-store styling session.

Gucci has also uploaded a Father's Day [playlist](#) on Spotify and is offering customizable digital Father's Day cards.

French fashion house Herms is touting its numerous offerings on its website with a page playfully titled, "Father of the Day."

Herms has divided its gifts for fathers into several attractive categories including silks, watches, fragrances, shoes and more.

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