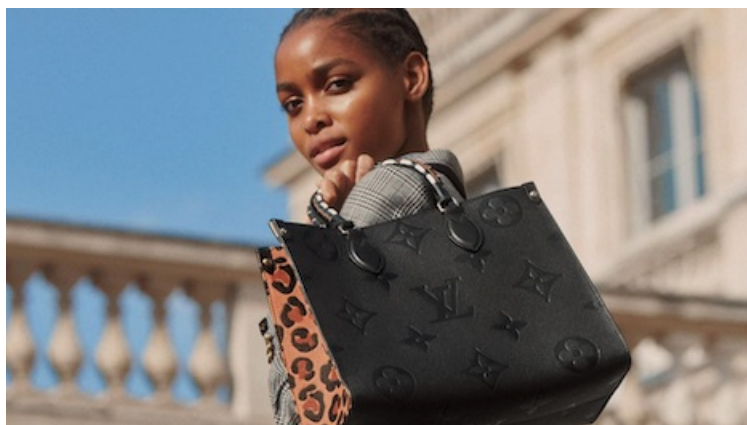


MARKETING

Herms, Prada fastest-growing luxury labels: Interbrand

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Louis Vuitton is Interbrand's highest ranked luxury fashion house. Image credit: Louis Vuitton

By NORA HOWE

French luxury group LVMH secured five brands on Interbrand's **2021 Best Global Brands** rankings, with fashion house Louis Vuitton joined by automakers Mercedes-Benz, BMW and Tesla in the top 20.

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The combined value of this year's top 100 brands increased by 15 percent, from \$2.3 trillion in 2020 to \$2.6 trillion in 2021, the largest brand growth ever recorded by the Best Global Brands report. While the most valuable global sector remains technology, with Apple, Amazon and Microsoft filling the top three spots and accounting for 62.3 percent of the overall value, the luxury sector made a valuable splash with 18 brands across automotive, retail, apparel and spirits.

"Direction, agility and participation are three key themes we've seen driving brand growth over the past year," said Charles Treveil, global CEO of Interbrand, in a statement. "Given the constantly evolving business landscape, employee buy-in, adapting to change and a strong customer base have helped certain brands to thrive."

The Best Global Brands valuation is based on three factors: an analysis of the financial performance of the branded products or services; the role the brand plays in purchase decisions; and the brand's competitive strength.

Auto races ahead?

The automotive sector made up 15 percent of the top global brands, including seven luxury marques.

Ranked eighth overall, Mercedes saw a 3 percent growth compared to 2020 and is valued at \$50.8 billion, a \$1.59 billion increase. It is a return to form for the automaker, which last year declined in value for the first time since 2009.



Mercedes-Benz ranked second in the overall automotive category, and first among luxury automakers. Image credit: Mercedes-Benz

BMW, ranked 12th overall, dropped one place, but witnessed 5 percent growth and value of \$41.6 billion, a \$1.8 billion increase from 2020 and \$191 million increase from 2019.

Tesla, ranked number 14 overall, made the largest move up the list and is the fastest growing brand of the past year with an 184 percent increase in brand value after reentering the rankings in 2020. The company is worth \$36.2 billion.

Finishing out the top 50, Audi dropped two places to the 46th spot, but saw a solid 8 percent growth and brand value of \$13.4 billion.

Porsche, which fell three places to the 58th spot, saw 4 percent growth and \$11.7 million brand value, while Ferrari, which moved up three places to the 76th spot, saw significant 12 percent growth and \$7.1 billion valuation.

Land Rover saw stagnant growth and dropped five places from 2020 to 98th. The brand is valued at \$5 billion.

LVMH fills the board

Nine of the global top brands come from the luxury apparel and accessories sector, three of which are LVMH-owned brands. The other six are Chanel, Herms, Gucci, Cartier, Prada and Burberry.

With the debut entrance of beauty retailer Sephora, ranked 100th and valued at \$4 billion, LVMH Mot Hennessy Louis Vuitton has become the first group to have five brands in the Best Global Brands ranking report.



Hyeon Jung is Louis Vuitton's newest ambassador. Image courtesy of Louis Vuitton

Louis Vuitton jumped four places to rank 12th on the list, the highest of any luxury fashion house, and saw growth of 16 percent and a brand valuation of \$36.7 billion.

It seems as though the brand has been trying to strengthen its presence and popularity among younger consumers in the Asia Pacific region, considering its 2021 ambassadorship announcements, which included K-pop group BTS, actress Liu Yifei and tennis star Naomi Osaka,.

Most recently, Louis Vuitton tapped Korean model and "Squid Game" actress HoYeon Jung, whose relationship with the label dates back to 2016 when she walked in the Louis Vuitton SS17 runway show ([see story](#)).

Christian Dior jumped seven places to the 77th spot, and is valued at \$7 billion after seeing 17 percent growth.

Tiffany & Co. rose two places to the 90th spot, with a brand value of \$5.48 billion and 10 percent growth.

Since LVMH acquired Tiffany at the beginning of 2021 ([see story](#)), the jewelry brand has released several creative campaigns, most recently featuring musical icons Beyonce and Jay-Z ([see story](#)).

Although it fell four places to 95th, Hennessy secured itself as the only luxury brand within the alcohol category. It grew by 3 percent and earned a brand value of \$5.3 billion.

Other luxury leaders

Falling behind LVMH, luxury groups Kering and Richemont each had one brand in the top 100. The other luxury fashion and jewelry houses are independently owned.

Chanel, ranked 22nd, fell one spot but grew by 4 percent reaching \$22.1 billion in brand value.

Climbing five places to the 23rd spot, Hermès saw enormous growth of 20 percent and is now worth \$21.6 billion. According to Interbrand, it has seen positive growth every year since 2005, even during the 2009 recession and COVID-19 pandemic.

Hermès reported strong sales growth in the quarter ending Sept. 30, with all geographic regions seeing double-digit growth compared to the third quarter of 2019. The brand posted sales revenue of 2.367 billion euro, or \$2.754 billion at current exchange rates an increase of 31 percent at constant exchange rates from Q3 2020 and up 40 percent from the same period in 2019 ([see story](#)).



Hermès and Prada saw the greatest growth among all luxury brands. Image credit: Hermès

Gucci, which fell one place to the 33rd spot, saw a solid 6 percent growth and \$16.6 billion brand valuation. The brand has nearly doubled its value since 2015, when it was worth \$8.8 billion.

Remaining in the 73rd spot, jeweler Cartier saw a 9 percent increase in growth and a \$8.1 brand valuation, while Prada jumped five spots with 20 percent growth and a valuation of \$5.4 billion.

Burberry stayed in its 97th rank, but showed 8 percent growth and a brand value of \$5.19 billion.