

LUXURY DAILY AWARDS

Luxury Daily Awards announced by industry sector

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Check out 2021's leaders in luxury. Image credit: Hudson Bay Company

By LUXURY DAILY NEWS SERVICE

Despite the immense sense of unpredictability and apprehension brought upon by the COVID-19 pandemic, luxury brands have expanded and adapted, looking to connect with consumers in both meaningful and new ways.

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Luxury Daily is recognizing the organizations that led their sectors in 2021, through digital innovations, record-breaking sales, significant collaborations and more.

Here are the Luxury Daily Award winners by sector for 2021:



Gucci strengthens its presence in gaming with Xbox collaboration. Image courtesy of Gucci

Apparel and accessories: Gucci

In 2021, Gucci reached younger consumers in myriad ways through digital and video game efforts, mystical campaigns true to brand and collaborations. The label's presence was widely felt throughout the year, through shows, a dramatic feature-length film about the house's history and meaningful marketing.



The oldest existing Bentley, the 1920 EXP 2, alongside the 200,000th vehicle from the marque. Image credit: Bentley Motors

Automotive: Bentley

Bentley Motors experienced a historic year, posting record sales and profits in the first half of 2021 and increasing retail sales by 50 percent from 2019. The automaker further positioned itself as a symbol of sustainability in the sector, renewing its carbon neutrality certification for operations.



Hennessy crafted special recipes for basketball-inspired cocktails. Image credit: Hennessy

Food and beverage: Hennessy

Hennessy experienced a year of substantial partnerships, from tapping superstars like Gabrielle Union and Harry Shum Jr to fostering its relationship with the National Basketball Association (NBA) for entertaining campaigns and community initiatives. The brand continued its efforts regarding conservation and sustainability.



Estée Lauder has embraced digital offerings and sustainability. Image credit: Estée Lauder

Fragrance and personal care: Estée Lauder

Estée Lauder placed an immense focus on sustainability, from developing the group's first widely recyclable paper bottle to earning an A on the CDP's annual "Climate A List" ranking. The group saw sales increase at several points throughout the year, and with all regions and product categories increasing in net sales in the first quarter of fiscal year 2022.



Renowned designer Celerie Kemble collaborated with Chairish to offer consumers exclusive products, design tips and more. Image credit: Kayn Miller

Home furnishings: Chairish

Chairish dominated the home-design space with curated collections from design experts to releasing eye-opening research regarding the surging secondhand market. With its colorful campaigning and international expansion, Chairish continues to thrive.



Beyoncé and Jay-Z had a date night in New York in a Tiffany campaign. Image credit: Tiffany & Co

Jewelry: Tiffany & Co.

Few brands had bigger names represent their products this year than LVMH-owned Tiffany & Co. With arguably the most famous couple in the world, Jay-Z and Beyoncé, lending their talents to Tiffany campaigns, the brand continued to reach new heights and audiences.



Jared Leto starred on the cover of Vogue Greece. Image credit: Cond Nast

Media/publishing: Cond Nast

Cond Nast led several initiatives this year in showcasing its talent and diversifying the industry. The publisher also navigated internal leadership challenges and provided immersive experiences both in-person and digitally.



Saks split up its ecommerce and physical retail businesses. Image credit: Saks Fifth Avenue

Retail: Saks

Saks embraced a multi-faceted approach to reaching and supporting customers, with pop-up shops at malls, seamless ecommerce offerings and thorough customer service options. The retailer also announced that Saks the ecommerce business and Saks Fifth Avenue the physical retailer will operate separately, while still existing under the same organization.



Wheels Up continues to expand its membership benefits. Image credit: Wheels Up

Travel and hospitality: Wheels Up

Wheels Up showed just how dedicated they are to travelers in a year of constant offerings, expanding member benefits and providing skiing, golf and other experiences. The organization began the year by becoming a publicly traded company in a deal worth more than \$2 billion.

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