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APPAREL AND ACCESSORIES

## Gucci, Dior top brands in the US: report

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Across fashion and beauty, Dior remains very popular in the U.S. market. Image credit: Christian Dior

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci and French fashion house Christian Dior are among the top luxury fashion and beauty brands in the United States, according to new data from Agility Research.

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Agility's Luxury Brand Affinity ranking (ALBA) tracks the performance of more than 80 brands using key performance and perception metrics, including prominence, proof, strength and stature. A sample of 500 affluent and high-net-worth U.S consumers was surveyed to conduct the research.

### Top brands

In the fashion category, Agility's top five brands are Gucci, Calvin Klein, Dior, Chanel and Giorgio Armani. Rounding out the top ten are Louis Vuitton, Prada, Ralph Lauren and Coach.

Gucci also ranked second on January's Lyst Index of fashion's hottest brands, as it continues to engage in meaningful, entertaining projects ([see story](#)).



The Gucci Love parade runway presentation on Hollywood Boulevard. Image credit: Gucci

In the beauty category, Agility's top five brands are Gucci, Dior, Chanel, Lancôme and Marc Jacobs. Rounding out the top ten Este Lauder, Fresh, Shiseido, Makeup Forever and Guerlain.

In the watches and jewelry sector, Agility's top five brands are Rolex, Tiffany & Co., Chanel, Omega and Cartier. Rounding out the top ten are Herms, Bulgari, Harry Winston, Breitling and Montblanc.

These rankings are based on 19 perception and performance metrics: visibility; salience; quality/value; consumer centricity; service perception; reputation; projection/identity; equity; sustainability; admiration; social responsibility; values; trust; recommendation; desirability; influence; experience; purchase; gifting.

Agility suggests the U.S. has become a critical market for luxury brands following the ease of pandemic-related restrictions.

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