

MARKETING

Luxury leverages power of love to reach Chinese consumers

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In a spot for 520 Day, Jessica Jung's beloved spells out love. Image credit: Valentino

By KATIE TAMOLA

Love and luxury are in the air, just in time for China's 520 Valentine's Day celebrations.

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From narrative campaigns to capsule collections, brands are making themselves known for one of China's most popular shopping holidays. Brands including Valentino, Celine, Lanvin and Tiffany & Co. are generating excitement for the day, imploring consumers to contemplate the love in their lives while shopping.

What you love

The event, considered one of China's unofficial Valentine's Day, occurs annually on May 20. A poetic opportunity for brands, as when the day is pronounced as 520, the sound sounds like saying "I love you" in Mandarin.

With widespread restrictions due to COVID-19 still present throughout China, brands took a more refined approach to 520 Day, if at all.

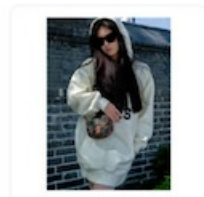


CELINE Silin Official Weibo

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@ActorAmy interprets the new #CELINE520 capsule collection #mini BESACE handbag. Gold TRIOMPHE embroidery outlines the body of the saddle bag and completes the look of a pure white sweater. The oversized black sunglasses are spontaneously blessed, interpreting the free and easy youth with a casual cool feeling.

#CELINEBYHEDISLIMANE #



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@ActorAmy posing with the new Celine 520 capsule collection mini Besace handbag. Image credit: Weibo/Celine

French fashion house Celine is highlighting a new 520 capsule of handbags. KOL @ActorAmy posed on Weibo with the new mini Besace handbag, with gold embroidery.

More photos promoting the collection featured global ambassador and singer Lisa, from the popular K-Pop group Blackpink and additional ambassadors including Li Geng Xi, Zhou Yutong, Fu Jing, Zhou Jieqiong and Lin Yun.

For many, it is difficult to imagine a love-centric holiday without jewelry, and U.S. jeweler Tiffany & Co. did not miss the opportunity to capitalize.

[View this post on Instagram](#)

A post shared by Tiffany & Co. (@tiffanyandco)

Eileen Gu's Tiffany & Co. campaign was made available in both English and Mandarin

Proclaiming that blue is the color of love, Tiffany tapped its global ambassador, Chinese-American model and Olympic champion Eileen Gu, to star in a new campaign. vignette promoting the Tiffany 520 global limited edition.

The vignette, promoting Tiffany's HardWear collection and a 520 limited-edition collection, implores consumers to ponder not just whom they love, but what they love to do. With footage of Ms. Gu posing and twirling in a black dress

as footage of her skiing overlays, consumers are reminded of the ample love they have for people, places and things including Tiffany jewelry.



Jessica Jung learns you cannot spell love without a Valentino "V". Image credit: Valentino

Not to be outdone, Italian fashion house Valentino also went a narrative route in celebrating 520 Day. In a vignette posted on its Weibo account, brand ambassador and singer Jessica Jung works to unlock the messaging of love.

In a bright, pink-laden short film, the singer receives a love letter of sorts slid under her door from her beloved an envelope filled with cutouts that come together to form a heart and the word "love."

The V in "LOVE" is for Valentino

Once she happily pieces the heart together, she receives a text message from her admirer reading "LO E."

Looking quizzically at the received message, she eventually smiles, as her beloved is on a train, presumably on his way to her and carrying a Valentino bag. The vignette ends with a Valentino bag in the train window, with the V on the handbag filling in text overlay that spells out love.

French fashion house Lanvin also celebrated 520 Day with two charming vignettes starring brand ambassador Zhou Jieqiong.



Lanvin launched a social media contest for 520. Image credit: Lanvin/Weibo

In [the first vignette](#), Ms. Zhou sits at a table marked "520" which is occupied by a different version of herself.

As the upbeat soundtrack plays, the two sit with the same Lanvin 22 bag in disparate colorways, white and black, respectively, and simply enjoy one another's company as those who love each other do. Together, joy emanates, with 22 times 22 plus 36 appearing on the screen, totaling 520, a delightful day to celebrate self-love and self-gifting.

[Another short film](#) pairs Ms. Zhou with a handsome male suitor. This spot features the Lanvin 155 pencil box handbag, and plays off another equation: $155 + 365 = 520$.

Lanvin, which is owned by a Chinese fashion group, is also encouraging followers to enter a drawing for a special 520 gift by scanning a QR code and following the brand on Weibo. It is also hosting a fashion show on Taobao Live, a social game linked to Taobao and Tmall.

Spell it out

Although China is still grappling with the serious realities of the COVID-19 virus, brands are still producing campaigns and capsules that consumers can enjoy. Brands are also hoping that events like 520 Day can mitigate some setbacks they have faced as the Chinese economy slows.

According to China's National Bureau of Statistics, retail sales in April were down 11.1 percent year-over-year an indication of growing downward pressure on the economy. The country's stringent zero-COVID policy has shuttered businesses and factories in Shanghai for several weeks, suppressing economic activity and snarling global supply chains and luxury is taking a hit ([see story](#)).

Even under restrictions and lockdowns, consumers are invited to enjoy short films from brands and can order offerings online.

Brands taking to social media for 520 Day is nothing new.

Last year, brands including Gucci, Celine, Yves Saint Laurent, Tiffany & Co. and more effectively utilized social media platforms to highlight limited-edition products that enticed several young Chinese consumers ([see story](#)).