

MARKETING

Of luxury options for Valentine's Day, millionaire millennials prefer Porsche, Louis Vuitton

February 14, 2023



Valentino presents a series of selected products for Valentine's Day. Image credit: Valentino

By LUXURY DAILY NEWS SERVICE

A new Valentine's Day survey is revealing the connection between the degree of desirability for different luxury brands, and consumer income levels.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Per exclusive data, 84 percent of the population plan to celebrate Valentine's Day in 2023. While the non-millionaire consumers surveyed express an interest in luxury fashion brands exclusively, their millionaire counterparts have made their preference for hard luxury items such as high-status watches and cars clear.

"Luxury gifts help create a better dating experience for couples and help create romantic relationships through gift-giving on Valentine's Day," said Dani Johnson, spokesperson at Millionaire Match, in a statement.

"Seventy-five percent of our male users will purchase a gift for their partners when they have a date on this special day."

For the survey, the online dating service surveyed shoppers ages 30 to 45 on which luxury brand they most want to own something from. Founded in 2001, with a digital presence spanning the United States, Canada, the United Kingdom, Australia and Germany primarily, the site defines millionaires as those earning a six-figure annual income of \$300,000 at minimum.

To have or not to have

While the two income groups' lists of desired brands differ, France's Louis Vuitton places within the first two ranked for both, arriving at number one among millionaires, and coming in at second place among those non-millionaires surveyed.

French fashion house Chanel tops the latter group's list, ranking fourth for millionaires.



Gen Zers love hard luxury but need unique experiences to build brand loyalty. Image credit: Shutterstock

The greatest variance can be found by category, as the wealthier cohort displays an affinity for hard luxury.

For example, millionaire respondents cite two luxury auto brands as among their favorites German automaker Porsche places second, and Italian automaker Ferrari is next-to-last in the ninth slot on this list while Porsche is the only car company cited amid the non-millionaire ranking.

Millennial millionaires rank Swiss watchmaker Rolex before Dior, while the French fashion label lands higher on the non-millionaire list, suggesting strong aspirational representation may not necessarily translate over to purchase intent, as far as the romantic holiday is concerned.

U.S. jeweler Tiffany & Co. is nowhere to be found among the millionaire group, ranking next-to-last for non-millionaires.

Both groups placed Prada at number 10 on their list.

Findings match recent reports which suggest millennials and Gen Z are twice as likely as prior generations to splurge on hard luxury ([see story](#)).

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.