

INTERNET

## Burberry, Diane von Furstenberg, Givenchy attract Chinese consumers with New Year gift items

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By SARAH JONES

Luxury apparel and accessories brands are appealing to their Chinese consumers with limited-edition items and gift ideas tailored for the Lunar New Year.

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**Luxury Daily**

Givenchy created bright red leather goods, Burberry handpicked gifts appropriate for the holiday and Diane von Furstenberg wove the zodiac symbol of a horse into special clothes and handbags. Through these collections, these brands are able to show their understanding of Chinese culture at a time when gift purchases are popular.

"Chinese New Year is a major gifting and fashion holiday in China," said Brian Buchwald, cofounder/CEO of **Bomoda**, New York. "It is essentially the equivalent of Christmas in the West.

"By providing strong shopping advice and New Year-related options to the consumer, the brands are letting the Chinese buyer know they are special, providing value-added products around the holidays when it is societally encouraged to wear new items, plus red is the lucky color to wear on New Year's, and helping the consumer along in the process as they chart new territories in luxury purchases.

"It is essential for brands serious about China to play in the New Year. The equivalent would be asking if you plan to do any special marketing or advertising around Christmas in the West - of course, you are.

"It is an opportune moment to convert or resell a prospect who is currently in shopping mode and to introduce yourself to more consumers who are turning their attention to the market at this time of year."

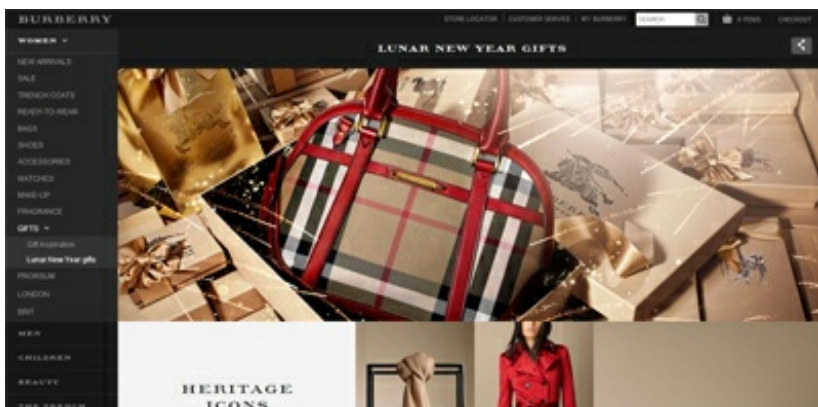
## Gifting destination

Burberry has featured its Lunar New Year gift guide on the homepage of its Web site. Consumers can browse ideas for women, men and children.



## *Burberry Web site*

Women's gift ideas are split into three categories: heritage items, such as a trenchcoat or a bear in the iconic Burberry check, gifts for her, including small items like a cashmere scarf or a clutch bag and London classics, which rounds up small leather items like wallets and handbags.



## *Burberry gift guide*

Burberry's ideas for men fall into the same categories, with similar classic items like scarves and coats. For children, the brand focused on apparel in red shades.

The Burberry logo is a charging knight on a horse, so the brand's iconography fits naturally with this year's Chinese zodiac, the horse.

Diane von Furstenberg took the idea of the horse sign and incorporated it into a four-piece limited-edition collection.



*Dress by DVF*

The brand created its signature wrap dress in a horse print, in both red and black. The red has sold out and the black has limited quantities available.

Also included on DVF's ecommerce site are a black sweater with the outline of a horse and leather clutch bags in red and black with a gold horse medallion at the clasp.

All of DVF's Chinese New Year items come with the label's version of the traditional red gift envelopes that are used to present money to loved ones on the holiday.

Unlike on Burberry's Web site, where the Lunar New Year gifts are front and center, DVF's special items are mixed in with the other new arrivals, with the only direct link from the brand's Facebook page.

Givenchy blended the color red, lucky in Chinese culture, with a star, present on the country's flag for its collection of Lunar New Year items. Included are tablet cases, wallets and pouches.



*Facebook post from Givenchy*

## China focus

Department store chain Bloomingdale's will ring in the Chinese New Year with a month-long series of events in select stores inspired by Chinese culture.

The retailer will be setting up themed pop-up shops, giving away prizes and selling Year of the Horse apparel and accessories designed exclusively for Bloomingdale's. By hosting this event for the second year in a row, Bloomingdale's is able to both attract Chinese tourists and Chinese-American consumers, as well as give its devoted customers a reason to come in-store ([see story](#)).

Switzerland's Vacheron Constantin is targeting affluent Chinese watch enthusiasts with an ultra-exclusive timepiece series that celebrates the Chinese New Year Feb. 1.

Vacheron's Metiers d'Art Legend of the Chinese Zodiac watches fete the start of the Year of the Horse. The watches incorporate elements of Chinese culture to create a timepiece of significant value in terms of local customs and horology ([see story](#)).

As fashion brands try to cater to Chinese consumers, keeping the cultural symbols of the holiday in mind are key.

"From our perspective at Bomoda, a holiday-related shopping guide is a great idea," Mr. Buchwald said. "Especially as it relates to newer buyers, any advice surrounding what can be an intimidating and expensive experience would be welcomed.

"The use of red is also a strong play in this shopping period," he said. "Not only is it considered lucky, but it is the color to wear on the very day.

"In this particular case, looking chic in Givenchy red seems very on trend and on point.

"The use of the horse is a bit more iffy. As the symbols of the New Year rotate each year aligning one's products with one particular year might cause the buyer to step back and consider whether it is worth buying something she might wear only once."

## Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

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