

# Decoding Luxury Marketing Milestones in China 2024: *Qixi*

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Is Qixi still a key moment for luxury brands to drive desirability and excitement among Chinese consumers in an increasingly competitive market?



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# Introduction



# China and its Local Festivals still Matter.

In 2016, for Qixi, Dior became the first luxury brand to sell handbags on WeChat, when it released a limited edition of its signature Lady Dior Small bag and offered a customisation service for the strap, further innovating by only selling this bag online through WeChat. **This move signalled the beginning of a new era in China for luxury players, driven by the rise of online channels.**

At that time, the global luxury industry was experiencing its most severe downturn since the financial crisis of 2007-08, with the personal luxury goods market shrinking by 1% year-over-year. The industry referred to this period as the “new normal” for luxury, characterized by stark polarisation of brand performance, weakened consumer confidence across regional markets, and the volatility posed by emerging channels — a scenario remarkably similar to today.

**History provides a lesson for the present: during such critical periods of paradigm shift, brands must excel and continue to invest in key markets.** In the face of today’s slowing growth in China, leading brands are still demonstrating their unflinching commitment to this market and its consumers. This commitment to invest in China is strengthened by the fact **that while the geography where Chinese consumers purchase luxury goods**

**may be shifting, it remains critical to market to them in China.**

**A crucial link of the China strategy is capturing local marketing milestones, which represent significant revenue peaks throughout the year.** Among these is Qixi, another important traditional festival after the Lunar New Year. The Qixi Festival is often referred to by global brands as Chinese Valentine’s Day.

Qixi falls on the seventh day of the seventh lunar month, when two stars, Vega and Altair, appear to chase each other across the sky. The ancients crafted a romantic folktale around this astronomical event, claiming that the two separated lovers, the Cowherd and the Weaver Girl, reunite in the Milky Way on this day. **Over time, Qixi has become a day representing the reunion of lovers in Chinese culture.**

Unlike eight years ago, digital channels have become the core focus of marketing across the luxury industry. Therefore, **DLG (Digital Luxury Group)** partnered with **Re-Hub** to continue analysing the performance of 104 brands across major social media and e-commerce platforms during this year’s Qixi in the latest edition of our **Decoding Luxury Marketing Milestones in China** report series.



# The Significance of Qixi.

August is typically not a busy month in Western countries. However, this year, in addition to preparing the Qixi campaigns for the Chinese market, luxury brands have also been engaged in nearly a month's worth of activations surrounding the Olympics.

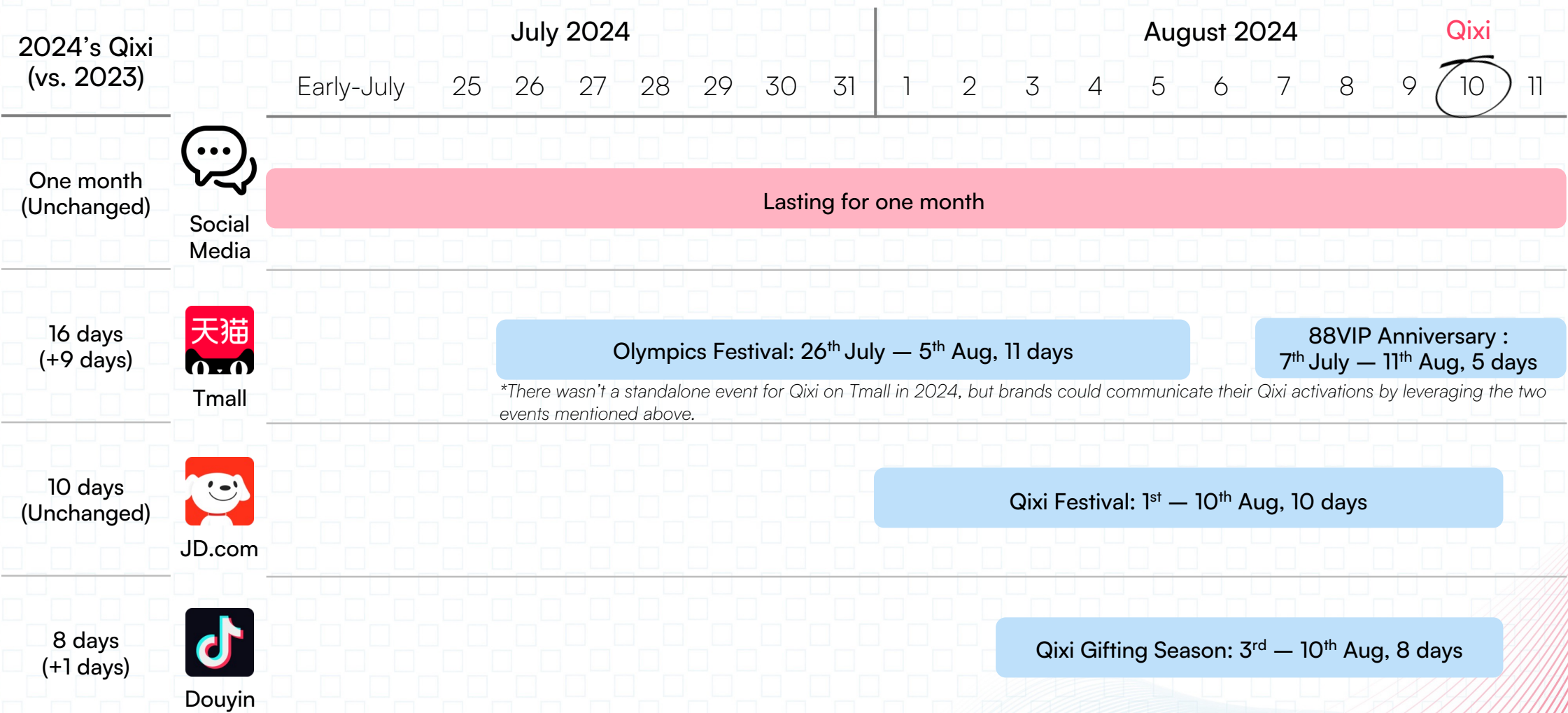
**This means that brands had to allocate resources for diverse communications within the short span of a single month** — a particularly challenging task in the hectic year of 2024. Despite this challenge, out of 104 brands, 78 managed to roll out dedicated marketing activities for Qixi, including digital experiences, exclusive products or collections, and festival campaigns.

**While on Tmall — China's largest online marketplace — Qixi is no longer regarded as a standalone festival.** From 26<sup>th</sup> July to 11<sup>th</sup> August, Tmall conducted nearly half a month of promotional events, including the Olympic Season and the 88VIP Member Festival. Brands could choose whether to participate in these platform events while simultaneously promoting their Qixi campaigns.

The significance of Qixi varies across categories. Watches and Jewellery are most likely to benefit from gifting occasions like Qixi. **Historically, Watches and Jewellery brands generated nearly 14% of their annual e-commerce revenue during Qixi, making it the top milestone.** Leather goods, another popular gifting choice, also performed well. **Conversely, categories like ready-to-wear and footwear rely more on the Lunar New Year and e-commerce festivals (such as 618 and Singles' Day).**

**This year, we've seen leading brands continue to leverage impactful marketing tactics to drive awareness and ultimately sales.** Louis Vuitton combined sport-centric elements with a romantic theme in its Qixi clip. Tiffany & Co. held a Super Brand Day on Tmall before the festival and conducted live streaming across major digital channels. Saint Laurent continue to focus on novelties, by announcing its official presence on JD.com in late July and debuting new colourways of the Jamie 4.3 Pochon handbag on the platform. Regardless of the circumstances, luxury brands remain relentless in their attempt to maximise their impact during this critical Chinese milestone.

# An Extended Milestone.



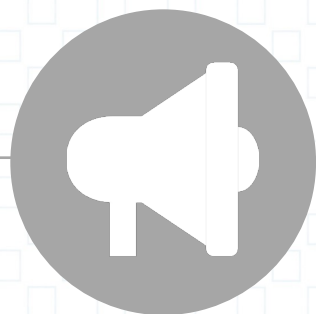


02.

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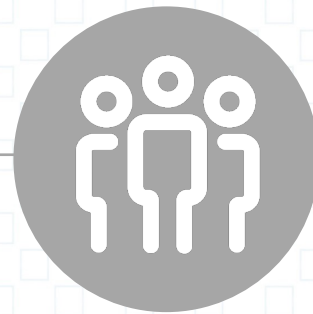
# Performance Overview

# Overall Performance.



## Brand Content

Overall engagement of brand-generated content during Qixi **increased by 28.4%** vs. last year.



## UGC

Brand-related UGC volume on RED during Qixi **increased by 11.6%** vs. last year.



## E-Commerce

E-commerce revenue on Tmall during Qixi **decreased by 14.2%** vs. last year.



# Most Discussed Brands.

(By Share of Voice)

1	GUCCI	7.3%
2	SAINT LAURENT	6.6%
3	MIU MIU	6.4%
4	BALENCIAGA	4.0%
5	PRADA	3.9%

## Fashion brands reign supreme

Fashion brands are the most discussed on RED. In addition to those on the rankings, **leading *maisons* such as Louis Vuitton, Chanel, and Hermès**, which are not included in the sample, consistently dominate the platform's share of voice.

## Less exposed to milestone marketing

A brand's share of voice (SOV) on RED is less affected by marketing activities during key milestones. **While impactful campaigns can boost a brand's brand-generated content (BGC) performance, they have less effect on user-generated content (UGC).** However, brands can increase their presence on the platform to strengthen engagement with the community, thereby building long-term brand visibility.

Note: The percentages shown above indicate brands' share of voice by brand-related UGC on RED from 11<sup>th</sup> July to 11<sup>th</sup> August 2024.

# The Art of Gift-giving on Milestones.

Case study: Louis Vuitton\*

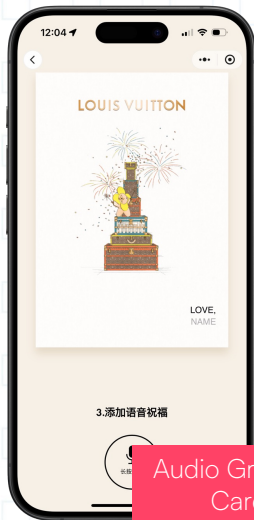
On 3<sup>rd</sup> July, Louis Vuitton released its holiday campaign, combining the sporty elements echoing the Olympic season with the romantic atmosphere of Qixi. The campaign showcased a meticulously curated selection of products, including the iconic handbags, LV Trainer Maxi sneakers, and a range of accessories and lifestyle items. Additionally, the brand launched a gifting page on its Mini Program, offering a wider range of gift options, from a ¥440 art book to a ¥179,000 golf bag. **The Mini Program also provides services such as voice greeting cards, gift boxes, and personalised hot stamping.**



RED Post



Product Selection



Audio Greeting Card

## Hashtag strategy



Since October 2023, Louis Vuitton has established the **#LV Gift Guide (#LV送礼指南)** topic on RED and created a collection that includes content for the year-end holiday season, 520, and Qixi. **This topic features not only brand content produced by Louis Vuitton for these gifting occasions but also sponsored posts in collaboration with KOLs.**

**1.1m Viewership**

of this topic during 2024's Qixi (11<sup>th</sup> July — 10<sup>th</sup> August)

**+21k Engagement**

of this topic

\*Louis Vuitton isn't included in the report samples, since it doesn't have a presence on Tmall  
Data source: Xinhong



# The Art of Gift-giving on Milestones: *KOL collaboration.*

Case study: Louis Vuitton\*

After the Qixi campaign began, the brand sponsored 13 KOL posts on RED. Apart from promoting the brand's pop-up space in Beijing and the new Side Trunk bag, **9 of these posts were focused on gift recommendations for the Qixi festival (all tagged with the brand-owned topic #LV Gift Guide).** Interestingly, most of these gift recommendations featured two perfumes—Spell on You and Imagination.

## Sponsored Posts by Topics



## Qixi Sponsored Posts by Products



Louis Vuitton launched its perfumes collection in 2016, with full-sized perfumes priced from ¥2,550. **While this positioning is already more premium than most fragrances, it remains one of the brand's most accessible product lines.** In recent years, brands like Celine and Brunello Cucinelli have also introduced high-end fragrance collections, and Bottega Veneta and Fendi are planning to relaunch their perfume lines. **There's no doubt that high-end fragrances have become an important way for ultra-luxury brands to reach aspirational consumers.**

## Perfume gifting WeChat experience



Choosing the right scent can be a challenge when giving perfume as a gift, but Louis Vuitton has addressed this issue through its gifting service on the Mini Program. **Instead of stressing over the selection, the brand offers a perfume gift card on WeChat, allowing the recipient to redeem it for any fragrance of equal value.** In addition to this, the Mini Program also provides customised greeting cards to express your love.

\*Louis Vuitton isn't included in the report samples, since it doesn't have a presence on Tmall

# Best Selling Brands.

(by Tmall Revenue)

- 1 *Cartier*
- 2 **COACH**
- 3 **GUCCI**
- 4 **RALPH LAUREN**
- 5 **Van Cleef & Arpels**

## Jewellery brands shine

In past milestones, Gucci often topped the best-selling brand list, but this Qixi, Cartier took the lead. Another jewellery brand, Van Cleef & Arpels, also made it into the top five, **reflecting jewellery's status as the preferred gift for this occasion.**

## Accessible luxury going strong

Two American accessible luxury brands, Coach and Ralph Lauren, secured spots in this top ranking. These brands have **maintained a strong presence in the Chinese market, especially online, through flexible promotional tactics and a juvenilized brand image.**

## Overall Tmall revenue declined

Amidst weak consumer confidence in China and the ongoing trend of luxury consumption shifting overseas, **65% of brands in our sample experienced a year-on-year decline in Tmall performance during this Qixi.**

Note: The ranking is determined by the brands' Tmall revenue from 11<sup>th</sup> July to 11<sup>th</sup> August 2024.



# An All-in-one Milestone Activation.

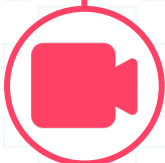
Case Study: Tiffany & Co.



This year, **Tiffany & Co. centred its campaign around the theme of “enduring protection,”** featuring a real-life married couple and the models Hu Bing and Qu Ying, who’ve been friends over decades, **to portrait love and friendship that transcends time.**



The theme of “protection” echoes with the birth of the brand’s iconic *Tiffany Lock* collection. To convey this message, **Tiffany & Co. exclusively launch the Tiffany Lock Small Pendant in Rose Gold and White Gold with Diamonds in China on 12<sup>th</sup> July.**



On 24<sup>th</sup> July, the brand invited Henry Lau, Elaine Zhong, Hu Bing, Qu Ying, and Yang Tianzhen to participate in a livestream session, showcasing the theme of love across various collections and introducing the latest Lock series. **The livestream was broadcast on Weibo, RED, WeChat, and Tmall, with no products for sale.**



**Tiffany & Co. also introduced a Lock virtual experience space Mini Program on WeChat.** Users can virtually explore the brand’s store and listen to love messages from the brand ambassadors. Additionally, users could participate in a lucky draw to earn vouchers for The Tiffany Café in Beijing and in Shanghai.

\* Only new products listed since 1<sup>st</sup> July 2024 are considered as a novelty.

## #7

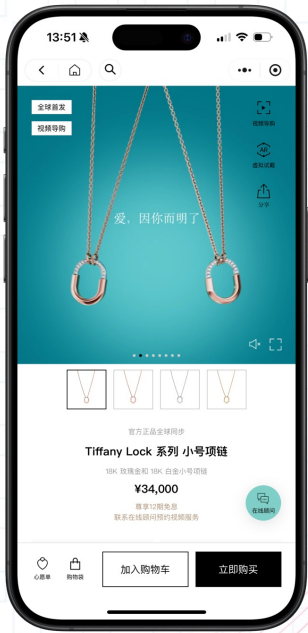
Best-selling luxury brand on Tmall



Livestreaming session on Tmall on 24<sup>th</sup> July

## #7

Best-selling novelty on Tmall\*



China-exclusive Tiffany Lock Small Pendant

# Brand-generated Content Uplift.

(vs. 2023's Qixi)

1	MAISON KITSUNÉ PARIS	+7,558%
2	Chopard	+4,173%
3	self-portrait	+3,141%
4	BVLGARI	+1,256%
5	DE BEERS JEWELLERS	+1,142%

## Surging engagement for brand-owned content

This Qixi saw a 28.4% increase in engagement with brand-generated content, indicating that while **consumers may be more cautious about purchasing luxury goods in a volatile environment**, their attention to and engagement with brands remain heightened.

## Weibo leads the growth

Resonant content, often featuring celebrity endorsements, **can achieve viral spread on Weibo, generating millions of engagements**. Brands that saw significant growth in BGC during this festival owe their success to their presence on Weibo.

## New social platforms emerge

Another source of growth comes from the increased investment in new platforms like RED and Douyin. However, in our sample, 29% of brands have yet to establish a presence on Douyin, indicating untapped opportunities for brand communication.

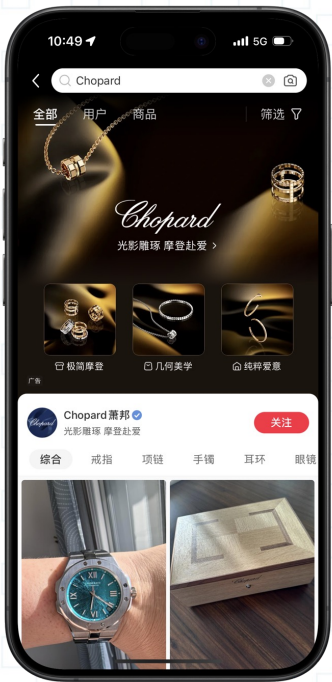
Note: The percentages shown above indicate the uplift in average daily engagement of brand-generated content during the Qixi festival in 2024 (11<sup>th</sup> July - 10<sup>th</sup> August) compared to the Qixi festival in 2023.



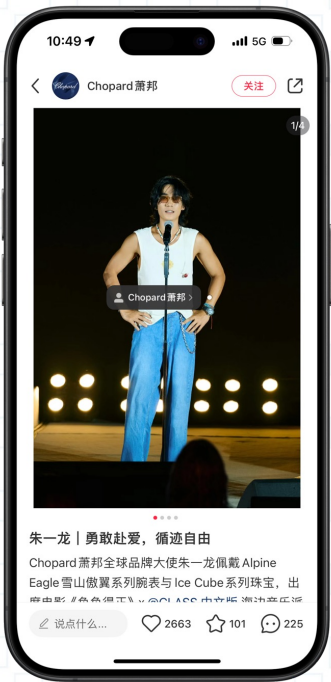
# Courting New Social Channels.

## Case Study: Chopard

RED Search Page



RED Post



Douyin Post



This Qixi, the total engagement of BGC from Chopard increased 40-fold compared to last year. This surge was largely driven by the well-received celebrity content, particularly featuring its brand ambassador Zhu Yilong. The festival coincided with the release of the Chinese actor's new film, which Chopard leveraged to gain significant awareness, also sponsoring a concert for the film launch at Aranya. Notably, while the majority of engagements came from Weibo, the brand also saw a significant surge on two new platforms—RED and Douyin.

25.6x

Engagement  
of BGC on RED

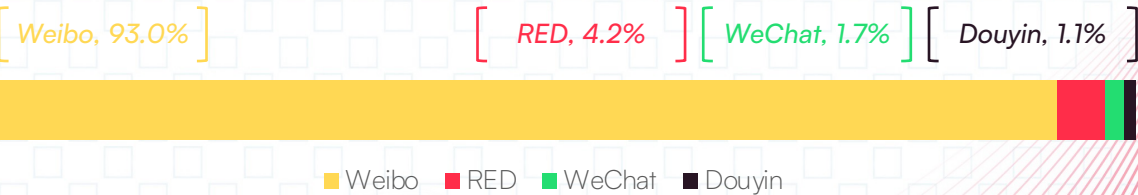
39.0x

Engagement  
of BGC on Douyin

1.1x

Brand-related  
UGC on RED

### Share of Engagement by Platform



Typically, a brand's BGC engagement can be skewed by interactions on Weibo, but it's important for brands to also focus on growth across other channels.

# E-commerce Uplift.

(vs. 2023's Qixi)

1	<b>JIL SANDER</b>	+146%
2	<b>WEEKEND</b> MaxMara	+129%
3	<b>MIU MIU</b>	+123%
4	<b>DE BEERS</b> JEWELLERS	+118%
5	<b>self-portrait</b>	+86%

## Leveraging platform events

Although August is not typically a discount season, **some brands leveraged Tmall events (Olympics Festival and 88VIP Anniversary)** by offering end-of-season discounts and other non-price promotions to boost sales during Qixi.

## Luxury brands face challenges

As more Chinese consumers opt to shop abroad to take **advantage of price differences**, some leading luxury fashion brands have experienced a decline in Tmall revenue.

## Shifting focus to JD.com

Another factor contributing to the decline in Tmall performance is **the increasing number of brands expanding their presence on JD.com**. For example, Saint Laurent celebrated its debut on JD.com at the end of July by launching new colourways of the Jamie 4.3 Pochon handbag exclusively on the platform.

Note: The percentages shown above indicate the uplift in average daily revenue generated on Tmall during the Qixi festival in 2024 (11<sup>th</sup> July — 11<sup>th</sup> August) compared to the Qixi festival in 2023. Brands with less than 1 million RMB in Tmall revenue during 2023's Qixi were excluded.



# How to Bring Personalisation on E-commerce.

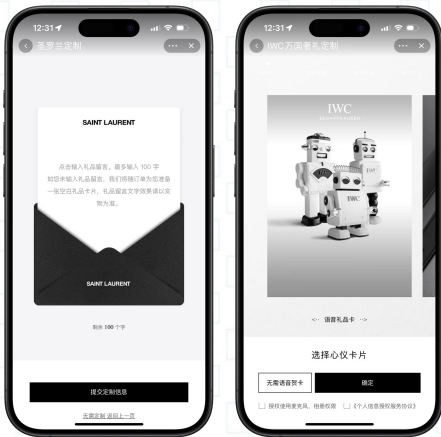
With the advancement of e-commerce functionalities, brands can now offer various personalised options—from a voice greeting card to a fully customised suitcase—on WeChat Mini Programs, Tmall, and JD.com.



## Festival Packaging



## Custom Greeting Card



## Custom Engraving



## Personalised Product



# Best Performing Products.

## Best Selling Products<sup>(1)</sup>

1 **Van Cleef & Arpels**  
Vintage Alhambra Pendant, 18K Yellow Gold, Carnelian



Total # of SKU: 1

2 **Bulgari**  
Divas' Dream 18kt Rose Gold Pendant Necklace



Total # of SKU: 1

3 **Van Cleef & Arpels**  
Vintage Alhambra Pendant, 18K Yellow/ White Gold, Mother-of-pearl



Total # of SKU: 2

4 **Van Cleef & Arpels**  
Vintage Alhambra Bracelet, 5 Motifs, 18K Yellow/ White Gold, Mother-of-pearl



Total # of SKU: 2

5 **Cartier**  
Ballon Bleu de Cartier Watch, Mechanical Movement with Automatic Winding, Steel



Total # of SKU: 5

## Best Selling Novelties<sup>(2)</sup>

1 **Bulgari**  
Divas' Dream Necklace Special Edition



Total # of SKU: 1

2 **Etro**  
Allen Ren Limited Edition Qixi Signed Set



Total # of SKU: 4

3 **Icicle**  
2024 Pre-Fall Cashmere Cardigan



Total # of SKU: 4

4 **Icicle**  
2024 Pre-Fall Wool Cardigan



Total # of SKU: 2

5 **Coach**  
Brooklyn Shoulder Bag 28



Total # of SKU: 5

Note: (1) The ranking is determined by the total revenue generated by the product on Tmall from 11<sup>th</sup> July to 11<sup>th</sup> August 2024; (2) The ranking is determined by the total revenue generated by the product on Tmall from 11<sup>th</sup> July to 11<sup>th</sup> August 2024. Only products listed since 11<sup>th</sup> July 2024 are included.



# Products Trends.



14 out of the top 20 best sellers during Qixi

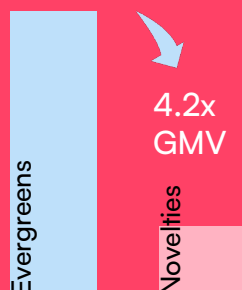
## Jewellery: Best Sellers in Qixi

- Among the top 20 best-selling products, jewellery dominated with 14 spots,
- In terms of the most hyped brands, Van Cleef & Arpels, Cartier, and Bulgari led the pack.



## The Power of Celebrities

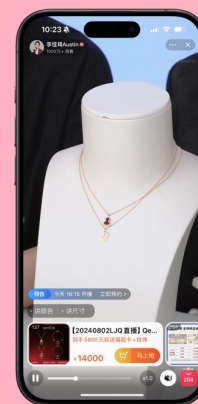
- Celebrities not only drive SOV and BGC performance but can also directly translate into sales.
- Optimised keywords and celebrity assets in PDP were widely used during the Qixi festival.



GMV of the top 20 best sellers

## Evergreens Outshine Novelties

- Compared to ready-to-wear and handbags, watches and jewellery—two favoured gifting options—show less seasonality.
- Thus, demand for evergreen products far exceeded that for new releases.



## Livestreaming

- Livestreaming is no longer just about discounts; it has become a better way to showcase products, with even high-end luxury brands embracing this trend.

03.

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# Conclusion



# Key Takeaways.



## 01 Polarised Performance

- In a more challenging luxury market, overall Tmall revenue has declined year-on-year for this Qixi.
- Desirability and excitement over luxury brands remains strong, with both BGC engagement and UGC volume showing significant surge compared to last year.



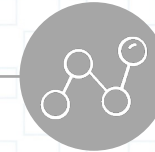
## 02 Gifting Occasion

- Given that Qixi is a gifting season, categories like jewellery and watches performed well, while ready-to-wear and handbags were relatively weaker.
- This kind of gifting occasion creates a sense of urgency, which also compels consumers to shop locally, reinforcing the relevance of this milestone.



## 03 Elevated Experience

- Digital retail and entertainment experiences have become essential. Leading brands like Tiffany & Co. and Louis Vuitton are developing festival-exclusive experiences to reach consumers during local key milestones.
- With the advancement of e-commerce functionalities, innovative services like personalisation and one-on-one consultations are gaining importance among consumers.



## 04 Emerging Channels

- More and more brands are leveraging platforms like Douyin and RED for milestone activations, which has contributed to the substantial growth in brand-generated content performance.
- Beyond Tmall, luxury brands are continuing to build their presence on JD.com to explore new avenues for growth.

04.

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# Appendix



# Methodology.

## About the Study

This study includes a representative sample of luxury and premium brands across Fashion, Footwear, Watches and Jewellery to demonstrate how **104 brands** were faring on **major Chinese e-commerce and social platforms** during **Qixi (also known as Chinese Valentine's Day)** in **2024**, by **comparing their performance during 2023's Qixi**. It also takes into consideration brand presence on the platform, and activity levels, with outliers excluded from the sample.

## Channel Coverage

Social Media:



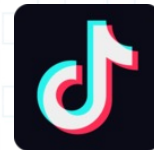
WeChat



RED



Weibo



Douyin

E-commerce:



Tmall

- Flagship store
- Tmall Outlet<sup>(1)</sup>
- Tmall Global<sup>(2)</sup>

(1). 8 Tmall Outlet stores were included in the sample; (2). 1 Tmall Global store was included in the sample

## Data Period

**Qixi of 2024:** 11<sup>th</sup> July — 11<sup>th</sup> August 2024

**Qixi of 2023:** 22<sup>nd</sup> July — 22<sup>nd</sup> August 2023

**618:** 20<sup>th</sup> May — 20<sup>th</sup> June 2024

**520:** 17<sup>th</sup> April — 18<sup>th</sup> May 2024

**Lunar New Year:** 15<sup>th</sup> January — 15<sup>th</sup> February 2024

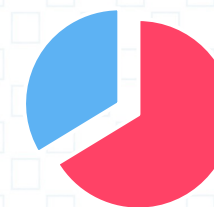
**Singles' Day:** 24<sup>th</sup> October — 11<sup>th</sup> November 2023

## Sample of Brands

**104**

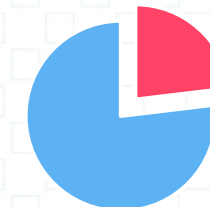
Luxury and Premium Brands

Fashion:



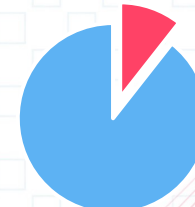
66.3%

Watches & Jewellery:



23.1%

Footwear:



10.6%

# Data Scope.

Based on the data collected from the four major Chinese social media platforms (WeChat, Weibo, RED, and Douyin), as well as from the brand-owned stores on Tmall, Re-Hub has identified several key metrics to measure **the uplift and success of 104 luxury and premium brands during Qixi in 2024.**

**Share of Voice:** Re-Hub measures the share of voice by tracking user-generated content (UGC) related to specific brands on RED, by using a combination of brand keywords, including Chinese names, English names, and nicknames, to ensure accuracy. The total amount of user-generated content is calculated to determine the brand's share of voice.

**Social Engagements:** Re-Hub calculates social engagements by aggregating the number of engagements across all engagement types (excluding the number of reads) from brand-generated content (BGC) on the four platforms. This metric provides insights into the level of interaction and engagement driven by the brand's content.

**E-commerce Sales Uplift:** Re-Hub analyses the daily net revenue of brand-owned stores on Tmall for the 104 luxury and premium brands. Net revenue is calculated by multiplying the daily units sold (excluding returns, refunds, and cancellations) by the final unit price of each product.

**Discount Levels and Promotions:** Re-Hub tracks product price changes and compares the discount levels during Qixi of 2024 with other milestones. This information helps identify brands that have offered attractive discounts and promotions during the festival.

Overall, Re-Hub provides insights into the performance of luxury and premium brands during 2024's Qixi in China, considering factors such as share of voice, social engagements, e-commerce sales uplift, discount levels by category.

Note: All ranking and insights of this study are based on the period of data extracted from Re-Hub, and may vary from the brand's actual performance across the platforms.



# About Us

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**DLG (Digital Luxury Group)** is the leading independent digital agency for luxury brands, and offers consulting, social media, e-commerce, creative and CRM services. With offices in Geneva, Shanghai and New York, it has developed a unique expertise in defining and implementing impactful digital strategies that target sophisticated consumers through a combination of technological know-how, creativity and luxury savoir-faire.

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# About Us

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**Re-Hub** helps luxury and premium brands in China to generate online growth opportunities at speed. Through COMPASS, our proprietary data and AI platform, we deliver actionable insights to help brands gain clarity, alignment, and direction on their digital strategy. We focus on answering key business questions across the 3 pillars of e-commerce, merchandising and marketing, covering the full spectrum of China digital ecosystem.

We help brands to:

**Benchmark your performance** against competitors across channels

**Identify performance gaps** and opportunities to prioritize

**Generate new growth** opportunities at speed

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