

To what extent do economic expansions and contractions drive consumer demand for different categories of luxuries, including high-end, accessible, and quiet luxuries?

Yinuo Yu

Shanghai High School International
Division
Email: alisonyu08@163.com

Abstract:

The purpose of this paper is to investigate how different categories of luxury goods respond to changes in economic conditions. This study builds a three-tiered framework to evaluate how macroeconomic drivers shape consumer behavior for high-end, accessible, and quiet luxuries during economic transitions. This study focuses on secondary research by first conducting a Pearson correlation test to analyze the relationship between macroeconomic indicators and luxury sales, then reviewing academic journals, financial reports, and news articles to use the Chinese market as a case study. The data and correlation test reveal that the GDP growth rate shows weak and statistically insignificant correlations, while inflation volatility is strongly and negatively correlated with luxury demand across almost all categories, and the opposite is observed for CPI. The behavior of different luxury tiers varies with the characteristics of their customer segment. The resilience of high-end and quiet luxury amid contractions lies in the income stability of their targeted customers, which includes high net-worth individuals. More evident growth is observed in quiet luxury despite downturns as preferences shift towards risk-averse investment in quality and resonance with the brand's cultural value. Moreover, accessible luxuries experience volatility because the middle class' discretionary spending is highly sensitive to fluctuations in the job market and inflation. Finally, this research concludes that luxury consumption is not directly driven by general economic growth but by conditions that affect real consumer purchasing power.

Keywords: consumer behavior, economic cycles, luxury categories, luxury consumption

1. Introduction

Having existed since the beginning of civilization, luxury goods have dynamically evolved into different categories, each targeting a specific customer segment [1]. Luxury fashions serve a symbolic significance for the expression of the ego and an outward representation of membership in some group to which distinction is ascribed [2]. However, new and previously established segments of luxury goods emerged during the decade, and cultivated customer groups and marketing channels that act as key drivers reflecting the changes in consumer demand amid economic recessions [3].

There are various factors affecting luxury demand, including but not limited to psychological drivers treating luxury consumption as a form of escape from reality [4], economic growth [5], a brand's global reputation [6], sustainability and timelessness [3], and digital consumption [5]. Among the various drivers, the impact of macroeconomic factors on luxury consumption has always been under discussion in academia. Namely, Linda Ni discussed luxury consumption during an economic crisis [7], and Davari et al. examined the determinants of personal luxury purchase intentions in a recessionary environment [4]. While past researchers often evaluated luxury as a whole or differentiated luxury based on sectors, existing discussions overlook the emerging categorical differences in the dynamic luxury market.

Therefore, this paper integrates consumer taste and behavior with luxury firms' marketing strategies and revenue to ultimately analyze their correlation with economic conditions in China. This paper discusses three categories of luxuries, including high-end luxuries with exclusive quality and global brand reputation [8], accessible luxuries that are more affordable to those with limited purchasing power, and quiet luxuries, which are culturally-rooted and timeless pieces [9].

2. Literature Review

2.1 Luxury goods classification

Although there is no single definition of luxury in academia [10], luxuries are often associated with qualities of exclusivity, craftsmanship, and personalization [11]. In this paper, luxury refers to goods with rarity, uniqueness, and sophisticated craftsmanship that serve a personalized meaning for consumers.

Historically, luxury goods were linked with wealth and power and confined to the consumption of elites [1]. However, as luxury evolved over time, some luxuries became more accessible to the emerging middle class [12], while other brands strive to create products or services that exemplify uniqueness and reputation [11], and still others

bring products of exceptional craftsmanship that tell distinct socio-cultural narratives [12]. Through examining the major characteristics of luxury goods in the recent decade, this paper categorizes luxuries into three groups: high-end luxuries, accessible luxuries, and quiet luxuries.

High-end Luxuries

High-end luxuries are highly priced and globally recognized, many of which feature recognizable logos and brand symbols that serve as a status symbol for their consumer [13]. Characteristics of exclusivity and craftsmanship are especially key to high-end luxuries, where offers like limited editions sold only in specific seasons at restrained amounts evoke consumers' desire for consumption [14]. Representative examples of high-end luxuries include Gucci and Prada. The target customer group of high-end luxuries is predominantly high net-worth individuals (HNWIs) who have a high willingness to pay for premium due to desire for exclusivity and status, and whose demand is relatively inelastic to prices due to their substantial disposable income.

Accessible Luxuries

Accessible luxuries are those that still serve emotional and symbolic benefits but are more affordable [1]. The phenomenon of the globalization of luxuries follows the digitalization of luxury markets in recent years [15]. Digital media platforms allow consumers to access luxuries via the e-commerce applications Tmall Pavilion and JD, and Tmall had been expanding to encompass more than 200 renowned luxury brands by 2021 [8]. Representative brands include Coach and subsidiary brands under Tapestry, and common goods that fall into this category are perfumes, accessories, and cosmetics [12]. The intended consumers are the white-collar group and the emerging middle-class from the second-and third-tier cities in China.

Quiet Luxuries

Quiet luxuries are non-conspicuous and emphasize a minimalist style [10] that is refined through quality materials and craftsmanship, creating narratives that resonate with consumers [16]. To craft a brand story or unique cultural narrative, quiet luxury brands adopt different branding strategies. For instance, domestic luxury brands in China, such as Shang Xia and Icicle, blend traditional Chinese craftsmanship with modern design and sustainable practices [17]. Rational consumers with discretionary income and more cultural capital in a particular domain who prefer subtle signals are consumers of quiet luxuries [18]. Consumers of quiet luxuries do not pursue the status symbol typically brought by luxuries, but rather treat the luxury as a piece of timeless, sustainable form of art.

2.2 Economic development and indicators of

China

Economic patterns are often described by the business cycle, where a country experiences alternating periods of expansion, peak, contraction, and trough. Expansionary periods are typically marked by rising output, consumer confidence, employment, and inflation, whereas contractionary phases are associated with the opposite [19]. The macroeconomic indicators of growth in real GDP, CPI, inflation rate, and unemployment are key indicators of China's transition between the cyclical phases, as they were used to evaluate the macroeconomic cycles China has experienced since the onset of reform in the late 1970s by the International Monetary Fund (IMF) [20].

Existing research analyses China's striking patterns of trend and cycle of macroeconomic time series through extensive micro and macroeconomic databases [21]. Research about China's financial cycle illustrated that it exhibits fewer contractions but longer expansions, which distinguishes it from mature market economies [22]. The characteristic of high policy dependence in the expansion stage is connected with the weakness of the built-in stabil-

ity mechanism [22]. Meanwhile, China's investment-driven growth model, with the average investment-to-GDP ratio amounting to 45 percent [23], constitutes shorter contractions as the government intervenes to stabilize investment [21].

Referencing the patterns above that scholars identify, China's macroeconomy from 2015 to 2025 can be classified into periods of expansion and contraction. China experienced a period of stable expansion following an economic boom from 2015 to 2019, where GDP rose, and inflation showed a decreasing trend (Figure 2 and Figure 3). COVID-19 cast a significant recessionary shock on the country from 2019 to 2020, when China experienced stagflation (Figure 1 and Figure 2). In 2021, expansionary fiscal and monetary policies drove the economy and stimulated consumption, leading to a tremendous bounce back in the GDP growth rate. However, this was only a temporary rebound, and China's GDP growth soon dropped back, and inflation rose again in 2022, marking another period of contraction and stabilization efforts that lasted through 2025 [24].

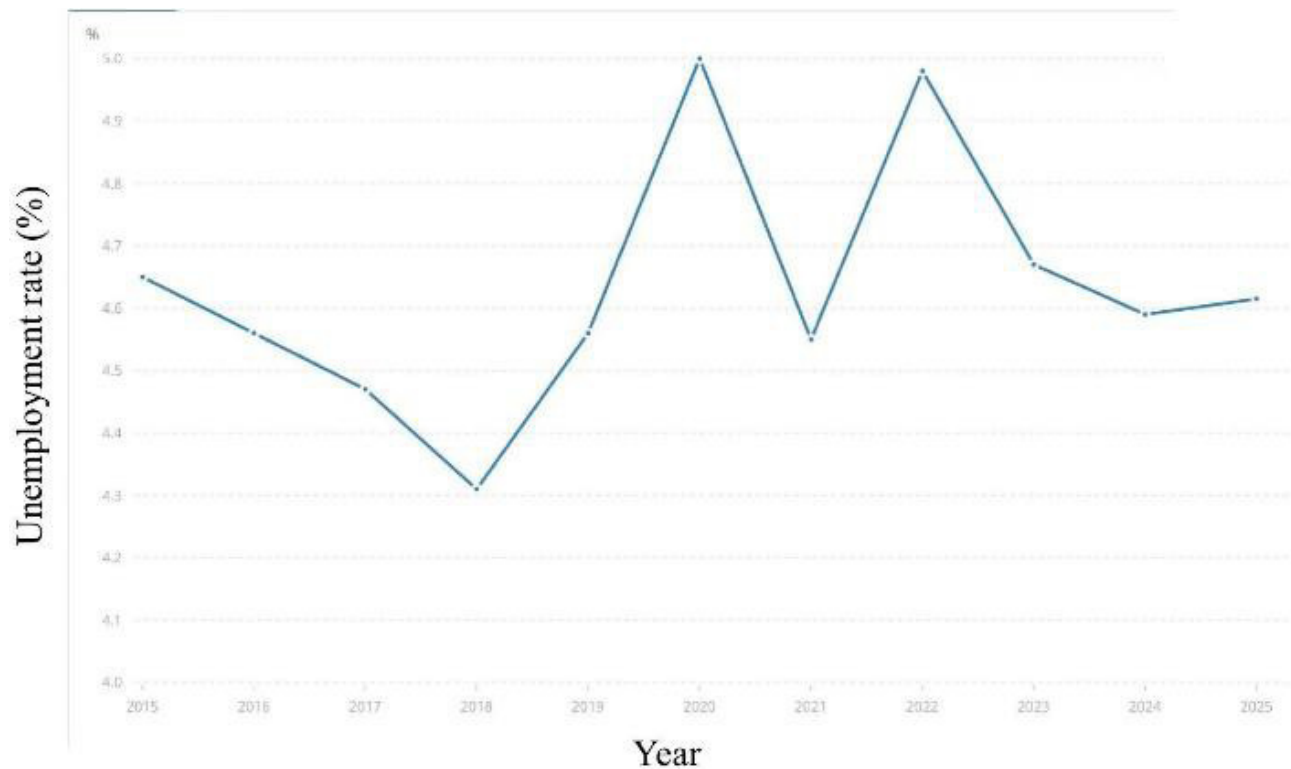


Figure 1: Unemployment rate in China [25].

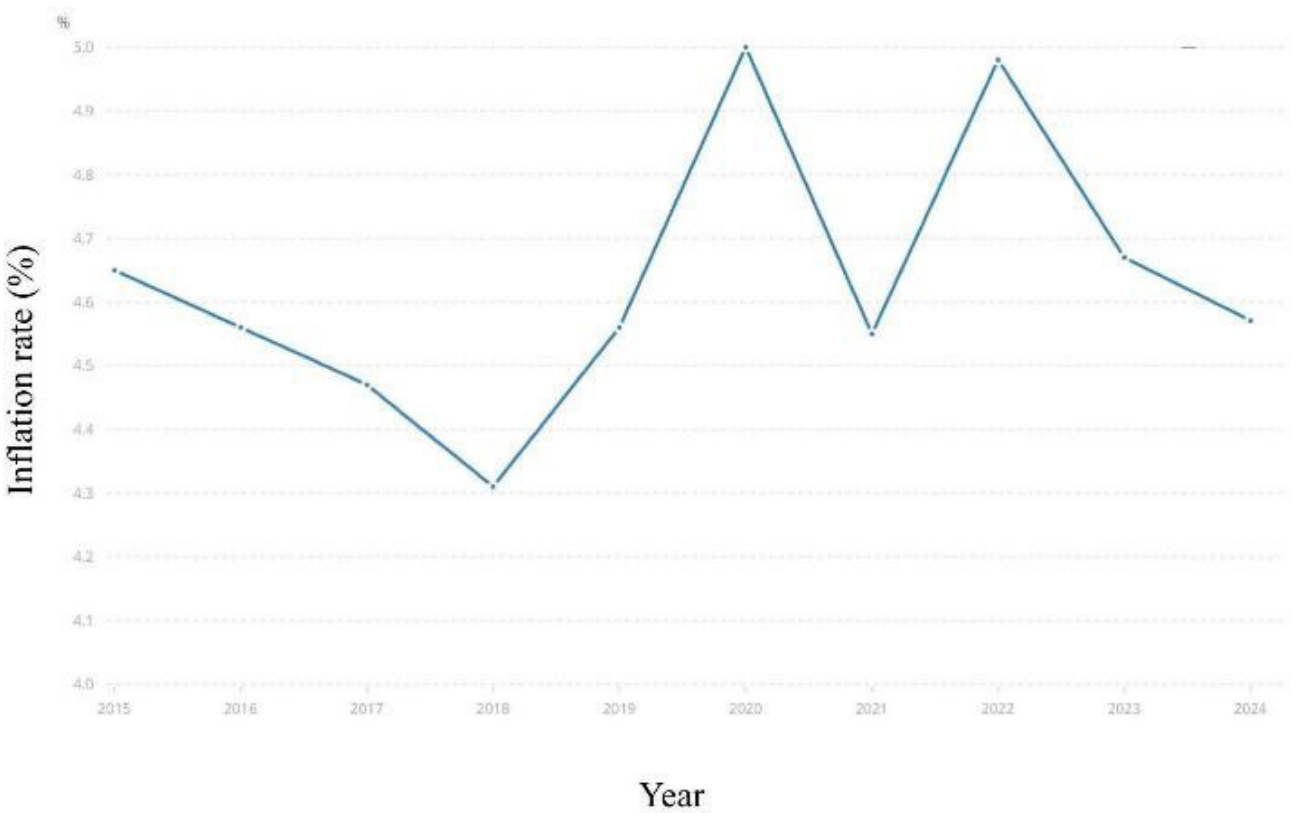


Figure 2: Inflation rate in China [26].

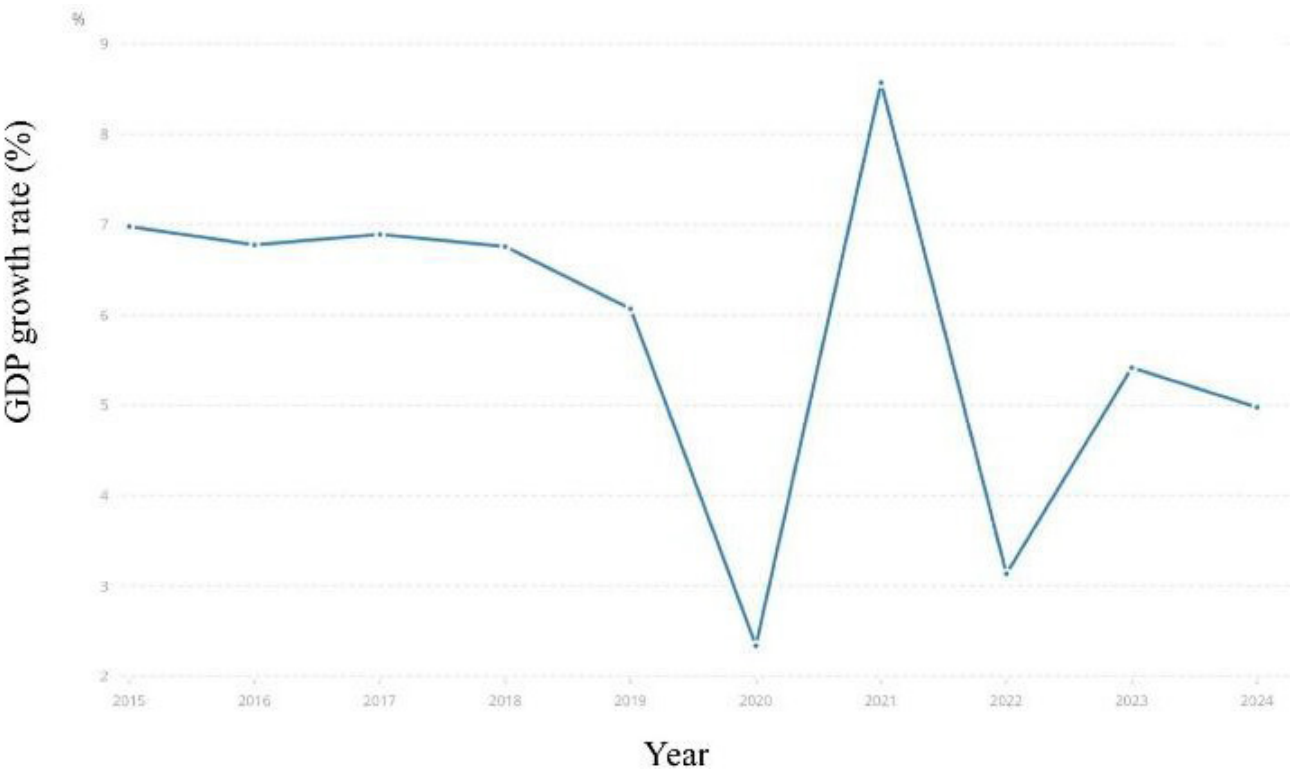


Figure 3: Annual (%) GDP Growth of China [27].

2.3 Economic conditions' effect on Chinese luxuries

Macroeconomic conditions influence luxury consumption primarily through their impact on consumers' purchasing habits, disposable income, and market expectations. During periods of economic expansion, rising wages and improved employment increase households' disposable income. Since luxury goods are generally income elastic, spending capacity on luxury markets grows more than proportionately, especially for middle-market consumers [1]. Dahm points out that this income effect facilitated seven years of global luxury market growth, where in 2015, the market surpassed the €1 trillion mark, reaching €1.2 trillion in 2017. The world has seen a growing middle-class population and, accordingly, an expansion of entry-level priced luxury goods offered by luxury brands [15]. However, the COVID-19 pandemic cast a considerable shock on the luxury market worldwide.

Salah Hassan's research demonstrated that luxury demand does not utterly collapse under economic recession. Rather, consumption declines unevenly for different brands [6]. High-end segments and investment-oriented purchases are observed to be more resilient to economic recessions. This observation is supported by the 2008 global financial crisis, in which Louis Vuitton and Gucci maintained a relatively stable performance due to their perceived brand globalness and superiority from 2008 to 2010 [7]. Meanwhile, Cartier jewelry has continuously experienced up to 10% appreciation per year [28], revealing inelasticity in consumers with high disposable income and optimism who have lower sensitivity to short-term income fluctuations.

In contrast, accessible luxury brands whose consumer base is more closely tied to middle-class income growth are more vulnerable to macroeconomic slowdowns. Lower-income consumers changed their consumption patterns of luxuries more dramatically than high-income consumers because they have less job security and are more susceptible to price changes [7]. Granted, more luxury brands have been expanding into non-first-tier cities from 2022 to 2024 [29], reflecting a growing market potential in second-or third-tier cities dominated by middle-class consumers. Therefore, although economic downturns prompt consumers to reassess non-essential expenditures, existing research consistently finds that the impact is uneven across brands and product categories due to product characteristics and the socioeconomic profile of target consumers.

2.4 Theories' application in the Luxury market

Economic fluctuations exert varying impacts on the Chinese luxury market, reflecting the distinct behaviors of luxury goods across different price tiers and the respons-

es of different consumer groups. From the most classic Veblen, snob, and bandwagon effects to the foundational Keynesian and neo-classical consumption theories, and then to price level theories supported by modern luxury market data, there are numerous theories that, together, explain the root causes of the heterogeneous economic impacts observed in the Chinese luxury market.

Thorstein Veblen's theory of conspicuous consumption depicts how the consumption of a good increases because it bears a higher rather than lower price [30]. Conspicuous consumption refers to the purchase of expensive goods to display wealth wastefully rather than to attempt to satisfy more utilitarian needs of the consumer [31]. The theory applies to the high-end and accessible luxury sector, where, despite the price of the luxury, the motive for purchasing is to gain or maintain a higher social status.

The snob effect illustrates how consumers employ consumption to gain uniqueness, and their consumption decreases when more people are also consuming the commodity, contrary to the bandwagon effect [30]. Quiet luxury consumption can be seen as partially driven by the snob effect, where consumers seek individual exclusivity instead of affiliation to a social group.

The Keynesian theory of consumption illustrates that the marginal propensity to consume (MPC) decreases when income expectations are uncertain, but it is likely to average out for the community as a whole [32]. On the other hand, the neoclassical consumption function illustrates an alternative: income uncertainty might loosen an agent's budget constraint and encourage extra consumption [33]. Nevertheless, the rate of luxury purchases is tightly connected with income. A greater proportion of income is spent on luxury goods as a result of an increase in income, and high-income individuals tend to be heavy luxury consumers [34].

3. Methodology

With the aim of systematically assessing the impact of economic downturns on different categories of luxury demand, this study focuses on secondary research by first conducting a Pearson correlation test to analyze the relationship between macroeconomic indicators and luxury sales, then using the Chinese market as a case study to ultimately evaluate how the drivers shape tiered consumer behavior during economic transitions. Sources are evaluated for the academic credentials of the authors, prioritizing peer-reviewed scholarly research and professional data from global consulting firms and official brand annual reports, ensuring that the analysis balances theoretical frameworks with real-time financial market data.

3.1 Secondary Research

Firstly, historical papers about economic theories, includ-

ing the Keynesian consumption theory, income elasticity of demand, and Veblen's theory of conspicuous consumption, lay the foundation for the luxury consumption study. Although many are from the nineteenth century and are not current, they provide conceptual frameworks essential for the detailed analysis of luxury brands and consumer behavior. Similarly, working papers from the International Monetary Fund (IMF) reveal patterns in China's business cycle and map out the macroeconomic background of China from 2015 to 2024.

Meanwhile, authoritative research papers published by institutions like the National Bureau of Economic Research (NBER) and the International Journal of Managerial Studies and Research (IJMSR) document previous scholars' studies on the responses of luxury brands to economic contractions. The credentials of the authors and the peer-review processes governing journal publication heighten their validity and reliability. They deliver empirical insights on how brands adopt marketing strategies amid financial downturns or examine consumer behavior through psychology or sociology. Some also include case studies of specific brands that are representative of a particular luxury category. Together, academic papers reveal universal patterns and nuances in brands' adjustments and shifts in consumer taste that can be applied to the Chinese luxury market.

3.2 Statistical Analysis

To address the research question, this study employs a combination of macroeconomic data and industry-specific data from 2015 onward. By conducting a correlation analysis between representative macroeconomic indicators and luxury market performance, the varied responsiveness of luxury demand across categories and economic phases is analyzed.

The selected indicators are the GDP growth rate, year-on-year change in the inflation rate, unemployment rate, and CPI (base year=2010), and global luxury market indicators, including the size of the global personal luxury market and annual revenues of representative brands: Hermès (high-end luxury), Coach (accessible luxury), and Brunello Cucinelli (quiet luxury). The selected indicators could represent the stages of the business cycle because they are widely referenced in macroeconomic studies and have been applied in IMF research on China's macroeconomic

fluctuations.

The impact of economic conditions on the luxury goods sector is revealed through brand-specific regional revenue data and global luxury market performance. Secondary data are retrieved from reputable consulting firms such as PwC, McKinsey, Bain, and Savills, ensuring their accuracy. Empirical data about the change in global luxury market size provides an overview of the market, while regional sales data of companies reveal luxury purchase amounts in Asia, or more specifically, Greater China. Statistics from Bain's annual reports document that China has been playing a dominant role in world luxury consumption since 2015 [35], suggesting that global or regional sales revenue data of brands can be used as a proxy for Chinese demand.

The individual brands' annual revenue by region and revenue by sector originate from the companies' published financial reports, a primary source, safeguarding their credibility. The wide range of sources sets the basis for assessing how different luxury categories respond unevenly to macroeconomic changes. Overall, the validity of the data is ensured through reliance on internationally recognized consulting firms and luxury brands with established methodologies and transparent reporting standards. By referencing figures across multiple sources where possible, data consistency is maintained.

4. Analysis and Discussion

China continued to serve as a key driving force for global luxury consumption from 2015, when Chinese consumption accounted for 31% of the global luxury market, the largest portion among all countries [35]. Bain reports that China's share of the global personal luxury market has been expanding at a rate of 18%, exceeding all other countries in 2017. Meanwhile, in 2022, China's share of the Asia-Pacific region of the global personal luxury goods market reached 44.74% [36]. These figures underscore that global and Asia-Pacific luxury goods sales data can signal Chinese luxury sales because its market contributes a substantial share of total sales. Thus, this section first investigates a global relationship between economic conditions and luxury sales, then dives into how shifts in the aggregate revenue reflect trends in the dominant Chinese market.

4.1 Macroeconomic Drivers of Luxury Demand

Pearson Correlation

	category by brand								category by sector				
			quiet luxury		high-end luxury		accessible luxury		high-end		accessible		quiet
	global personal luxury market size (in billions of euros)	LVMH revenue global (in millions of euros)	Brunello Cucinelli regional sales revenue in Asia (in thousands of euros)	Brunello Cucinelli Global Sales (in millions of USD)	prada revenue global (in millions of euros)	Hermes global sales revenue (in millions of euros)	Coach Global Sales (in millions of USD)	Coach sales per year in millions of USD in greater china	Learner Goods and Saddlery (hermes sector sales data in millions of euros)	Watches	Perfumes and Beauty	Ready-to-wear and Accessories	Silk and Textiles
GDP China growth rate	-0.155	-0.305	-0.384	-0.354	-0.248	-0.326	-0.079	0.073	-0.34	-0.337	-0.227	-0.319	-0.211
year-on-year change for inflation rate	-0.673*	-0.625	-0.713*	-0.026	-0.775**	-0.699*	-0.524	-0.561	-0.664*	-0.706*	-0.689*	-0.720*	-0.720*
unemployment (%)	0.091	0.214	0.282	0.374	0.187	0.217	0.025	-0.107	0.203	0.296	0.098	0.216	0.15
CPI (2010=base year)	0.717*	0.900**	0.891**	0.875**	0.742*	0.862**	0.552	0.768**	0.884**	0.838**	0.846**	0.836**	0.768**

* $p < 0.05$ ** $p < 0.01$

Figure 4: Correlation test [25-27, 37-40].

Results demonstrated that the GDP growth rate and unemployment rate alone are not very representative indicators of changes in luxury demand, as their correlations are weak and insignificant, with coefficients generally below |0.35| (Figure 4), indicating a highly random relationship between the datasets. Globally, 47% of luxury sales are from top spenders [43], and luxury goods have high price elasticity because they are not necessities, coinciding with the discovery of Alghanim and Ndubisi [34]. Their perceived value depends on factors like exclusivity, craftsmanship, and status symbol, as illustrated by Sanz-Lopez [11]. The core limitation of GDP growth lies in its nature as an aggregate measure of economic output and activity that inadequately captures the purchasing power of affluent consumers who fuel almost half of the global luxury demand.

Conversely, CPI and inflation are more significant drivers. Inflation affects all consumers unevenly, with high-income households being better positioned with higher disposable incomes and access to financial instruments [44]. As inflation erodes the real value of money, consumers may prioritize immediate consumption of pieces that retain value because savings lose purchasing power. LVMH displays the highest significant correlation with CPI (0.900). Since it manages a diverse portfolio of brands across all tiers, it acts as a microcosm for the global luxury market, mirroring how inflation and CPI directly reflect changes in the cost of living and the real value of money. Thus, CPI and inflation are more effective indicators of luxury consumption because they readily affect consumers' choices for luxury, such as preference towards timeless investment pieces or unique seasonal products.

4.1.1 Category-level Responses to Macroeconomic Fluctuations

Luxury categories are tiers that define consumer preferences and seek value. Among all categories of luxuries,

China's CPI and the year-on-year change in the inflation rate are proven to show a strong and significant correlation with global luxury demand. This suggests that luxury consumption can be driven by asset inflation but is also highly sensitive to the economic uncertainty that is brought along.

Sustained increases in price levels, which are often associated with asset inflation and eroding purchasing power, are accompanied by rising luxury demand. The quiet luxury sector represented by Brunello Cucinelli appeared to have the strongest positive relation with CPI and the second largest negative relation with inflation among representatives of the categories. The accessible sector represented by Coach exhibited a moderately strong positive correlation with CPI of 0.768, and high-end luxuries represented by Prada showed a 0.742 correlation, which is still evident but the least among the three categories. However, this trend reverses when examining the velocity of inflation. Prada's global revenue is the most negatively associated with the change in the inflation rate, followed by Brunello Cucinelli and finally Hermes.

While high-end luxury can withstand high price levels, it is uniquely sensitive to macroeconomic uncertainty represented by rapid inflationary shifts. For the wealthy, their spending on luxury depends on their portfolio's performance, which is connected to the volatility of the economic context. High price levels don't affect their purchasing power to a great extent, yet the high speed at which prices are rising indicates instability and unfavorable conditions for purchasing discretionary luxury goods because they are prone to lose value amid economic uncertainties. As Ait-Sahalia et al. propose, the wealthy's consumption of basic necessities is saturated, and wealth shocks are reflected in the consumption of luxury goods [45]. Their choice of luxuries as a form of investment becomes less secure under rapidly transforming market conditions, and the high-end spenders choose to protect their broader

wealth by halting luxury spending. These results empirically explain that Prada’s revenue is particularly sensitive to inflation because it impacts equity markets and consumer confidence in investing in luxury.

4.1.2 Sector-level Responses to Macroeconomic Fluctuations

The sectors of luxury represent functional categories that reflect the material preferences of the market. Their be-

haviors exhibit a profound correlation with how categories of luxury respond to macroeconomic forces.

Leather goods, saddlery, and watches are especially responsive to CPI and inflation rate changes. Both leather goods and watches are seen as strong value holders and investment pieces, representing high-end luxuries with high prices, limited supply, strong brand heritage, and tangible asset value [46].

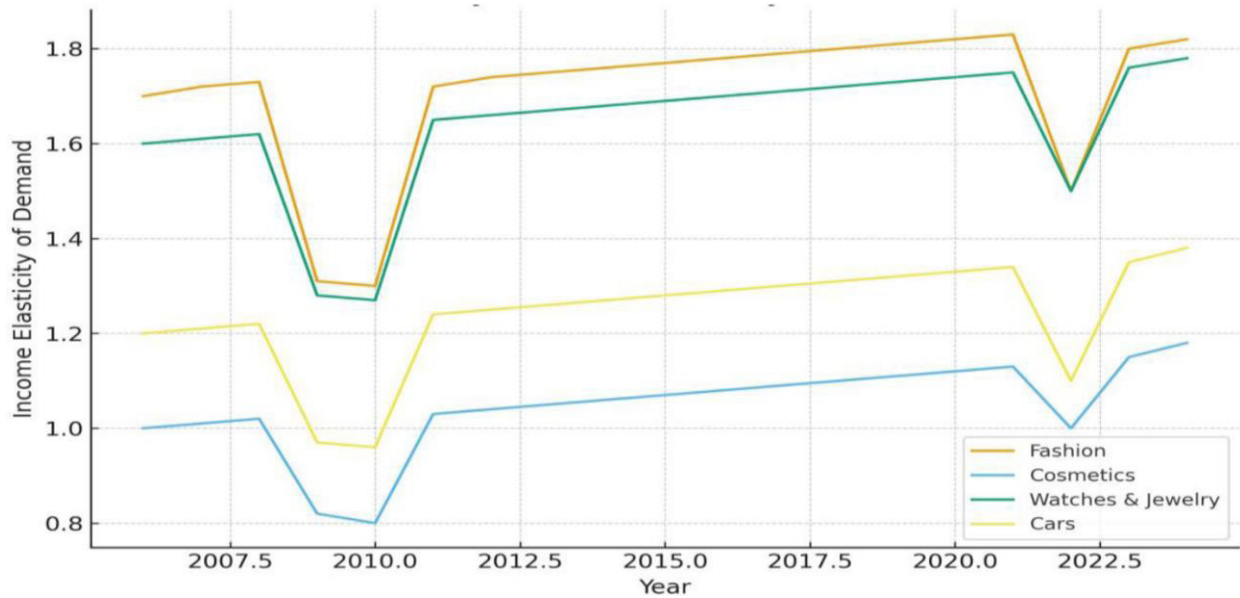


Figure 5: Income Elasticity Trends for Luxury Goods (2006-2024) [47].

The relatively small drop in income elasticity of watches and jewelry during the 2008 financial crisis suggests that their function as a store of value mitigated the extent of decline in responsiveness of luxury demand to income changes (Figure 5). Unlike discretionary luxury, such as fashion, whose demand exhibits high volatility with fashion cycles and price surges, when inflation erodes the

purchasing power of currency, affluent consumers turn to tangible luxury assets to preserve wealth. Furthermore, leather goods and bags account for 50-55% of the entire second-hand market, and this dominance illustrates their enduring value with strong demand and stable supply due to large primary market sales [46].

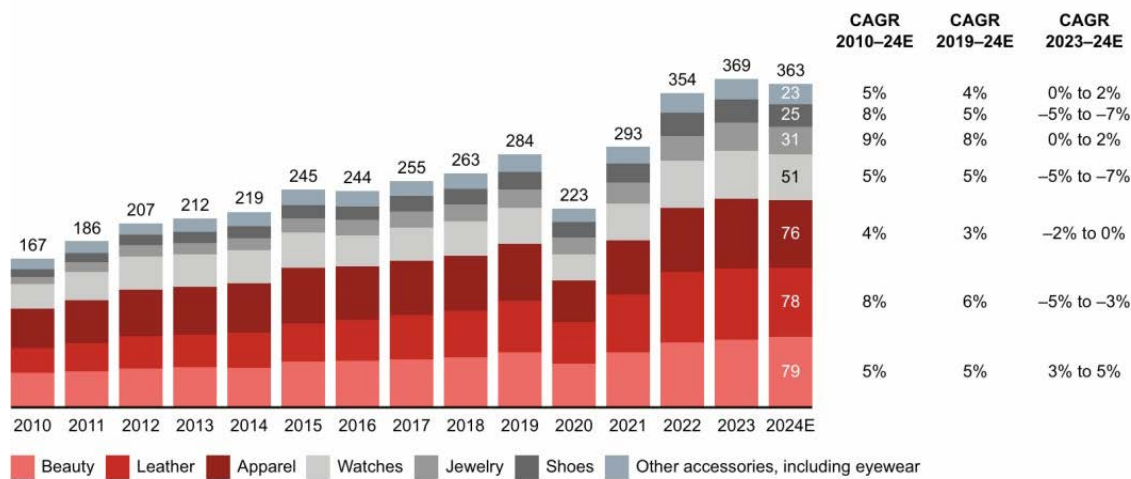


Figure 6: Global personal luxury goods market, by category (€ billions) [48].

On the other hand, a low compound annual growth rate (CAGR) in the apparel and accessory sectors from 2010 to 2024 reflects a stagnation that is most closely linked to the accessible segment (Figure 6). The sector is characterized by discretionary spending and accessible pricing, making it far more vulnerable to economic volatility because aspirational consumers' disposable income shrinks disproportionately during economic downturns. The sector's economic sensitivity is further exemplified by its significantly negative correlation with inflation, -0.72 ($p < 0.01$), which is the most negative among all sectors. The substitution effect is a sector-level response that illustrates how mid-

dle-class consumers may shift to consume more affordable local substitutes and abandon high-priced labels during economic downturns. The effect is not only due to eroded purchasing power but, more importantly, because apparel and accessories lack value retention that allows leather goods or watches to serve as an investment-piece preference amid economic uncertainty. This contrasts with how the functional and pricing qualities of each luxury sector directly shape their distinct responses to macroeconomic forces.

4.2 Luxury Consumption in China Across Economic Cycles

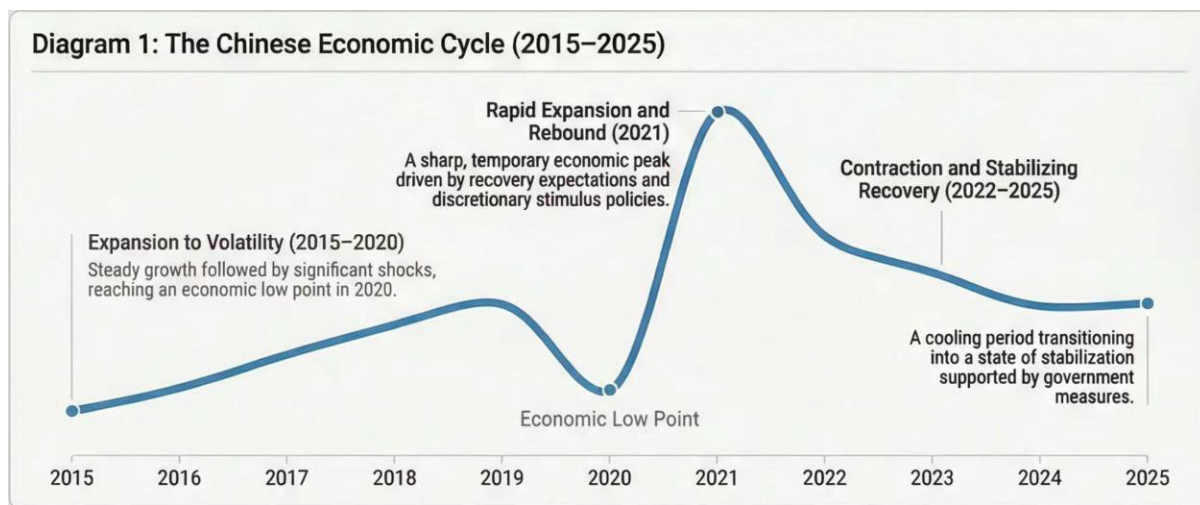


Figure 7: China's economic cycle [25–27, 41].

China's luxury market (Figure 8) provides a clear case study for evaluating how different luxury segments respond to changing economic conditions. From 2015 to 2019 and in 2021, China experienced growth and expan-

sion, while COVID-19 caused China to enter a severe economic low point, in which the recessionary pressure lasted after the temporary peak in 2021 until 2025 (Figure 7).

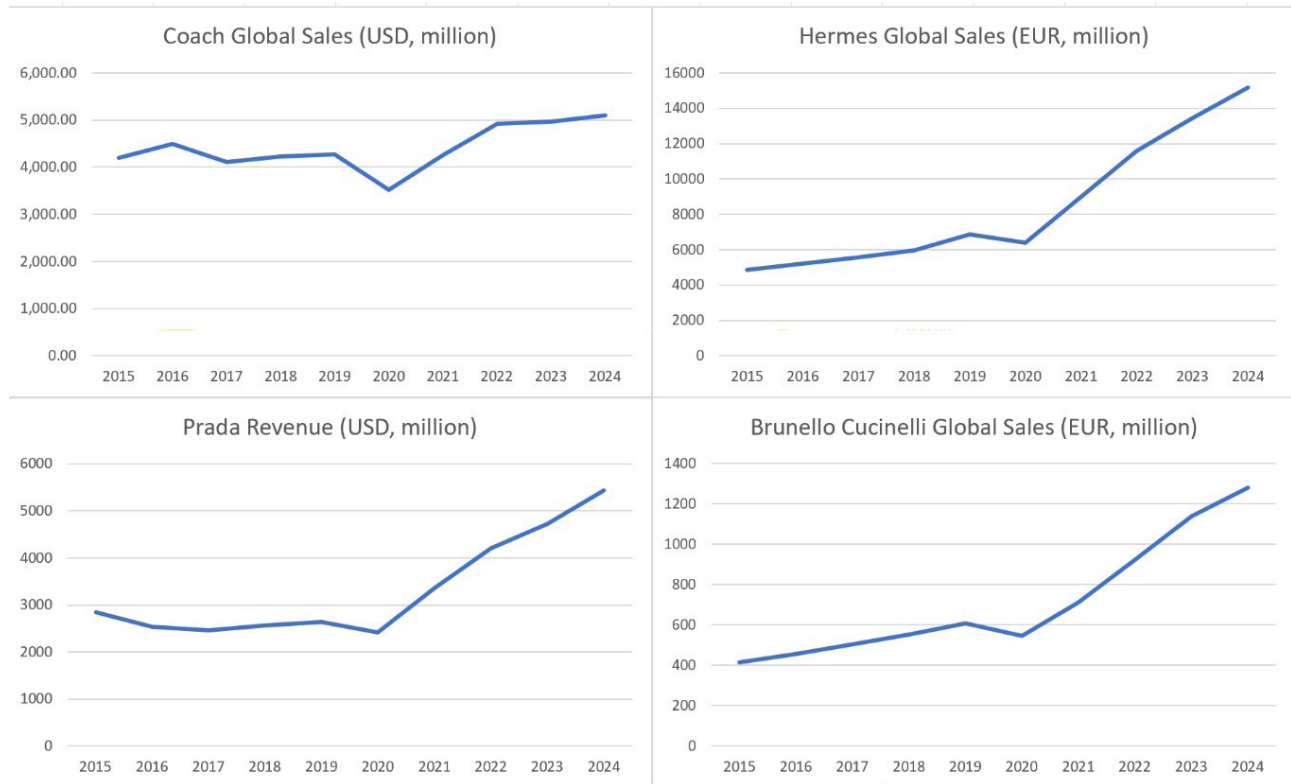


Figure 8: Global Sales Revenue [37-40].

4.2.1 China's Luxury Consumption in the Economic Expansion Period

Following its rapid expansion from 2007 to 2014, China has seen a more moderate yet still sustained growth after 2015 (Figure 7). A transformation towards digital sales

channels took place during the expansion period, during which income grew, and the upper-middle class expanded. The expansion of Tmall Luxury Pavilion from 17 to over 200 brands by 2021 signals that the overall market demand is strong for both aspirational consumers and high-net-worth individuals [49].

Brand	Official Website	WeChat MiniProgram	JD	Tmall Pavilion	Time Entering Tmall
Hermès	√	√	*	O	2021/01
LV	√	√	√	X	
Chanel	O	O	*	O	2019/08
Gucci	√	√	*	√	2020/12
Burberry	√	√	*	√	2019/04
Prada	√	X	*	√	2020/03
Balenciaga	√	X	*	√	2020/05
Givenchy	√	√	*	O	2018/03
Jimmy Choo	√	√		√	2021/09
Saint Laurent	√	√	*	√	2021/02
Dior	√	√	*	O	2020/05
Prada	√	X	*	√	2020/03

√: All categories O: Only perfumes and cosmetics *: Sold and operated by JD.com

Figure 9: Online channel penetration rate keeps increasing [50].

High-end luxury brands have been optimizing their e-commerce experience. They keep ultra-high value items

offline to offer personalized, exclusive services, while pursuing the expansion of entry-level, accessible luxury on digital platforms. This suggests that under economic growth, accessible luxury faces markets with newly affluent, aspirational consumers, and high-end brands aim to balance top luxury with more affordable ones to diversify their revenue streams and broaden their market base. Between 2018 and 2021, twelve of the most prestigious high-end luxury brands, as shown in Figure 8, opened e-

commerce channels on Tmall Pavilion (Figure 9).

But economic growth greatly benefited the accessible luxury segment by raising disposable incomes that enabled income-based consumption. Growing upper-middle-income groups increasingly purchased entry-level accessible luxury items, such as beauty and cosmetics (Figure 10), and helped to broaden the overall market base beyond the wealthy [51].

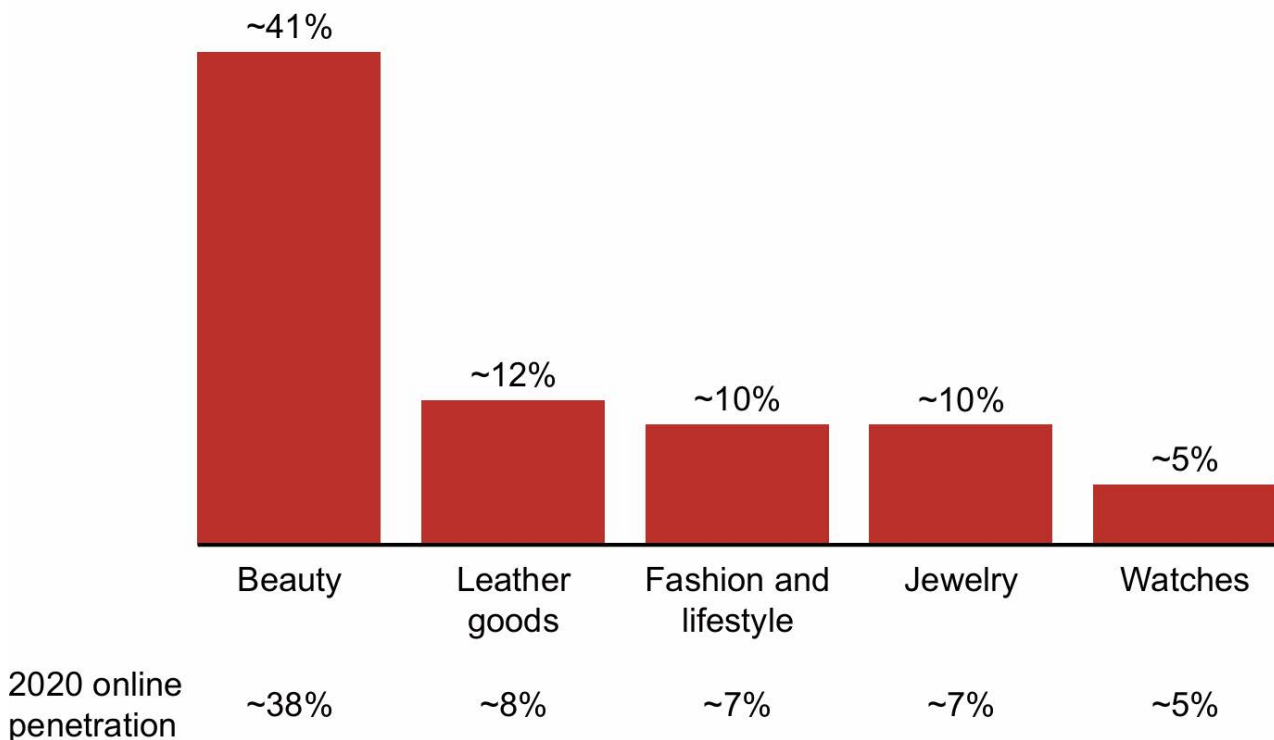


Figure 10: Mainland China personal luxury sales online penetration by category (Official channels excluding duty-free sales) [52].

The divergent responses reveal how accessible and high-end luxuries react to economic growth. The aspirational consumers utilize luxury as a bandwagon good [30] and desire to consume more when the overall demand is high, since they tend to follow the social trend to validate their status. Yet while high-end luxury experienced growth, the expansion was primarily driven by asset accumulation of HNWIs [53] instead of economic improvement's raise on daily income, as for the middle-tier.

4.2.2 Luxury Consumption in the Economic Contraction Period

Despite the broader luxury market slowdown, quiet luxury has emerged as a growth driver, being highly adaptive to price-level indicators but not economically vulnerable as accessible luxuries. Gregor reveals that 80% of brands incorporate evergreen brand stories into Mini Programs [54]. Quiet luxuries benefit from a core audience with

stable wealth, who are willing to pay higher prices for luxuries with personal identity, according to Leibenstein's definition of the snob effect [30]. Quiet luxury brands capture consumers with capital to invest in high-quality pieces and utilize personalized offline and online expansion to achieve brand storytelling that establishes loyalty among Gen Z, who are expected to lead luxury spending in the future, and deepen preference among VICs, who are shifting taste towards subtlety due to aging. Daxue Consulting recorded this change in the luxury segment [55], which is further illustrated by new online brand marketing strategies and the outstanding performance of Brunello Cucinelli after 2020 (Figure 11). Together, high-end and quiet luxury brands are focusing on opening dedicated spaces for VICs, aiming to reinforce and expand the core client network with an enhanced in-store experience. For example, Loro Piana opened two independent VIC

stores in China in 2024 [56]. The search for long-term worth, triggered by contractionary pressures, incentivizes affluent consumers to search for core brand values that they can see sustained value in, which ultimately allows quiet luxuries to react positively under the influence of economic slowdowns. Thus, quiet luxury consumption

responds strongly to price-level changes during economic contractions. Yet the indirect preference effect, when rising price-level volatility directs consumer tastes, which is induced by the initial price effect, plays a more significant role in increasing the relative demand for quiet luxury amid contractions.

Brunello Cucinelli Global Sales (EUR, million)

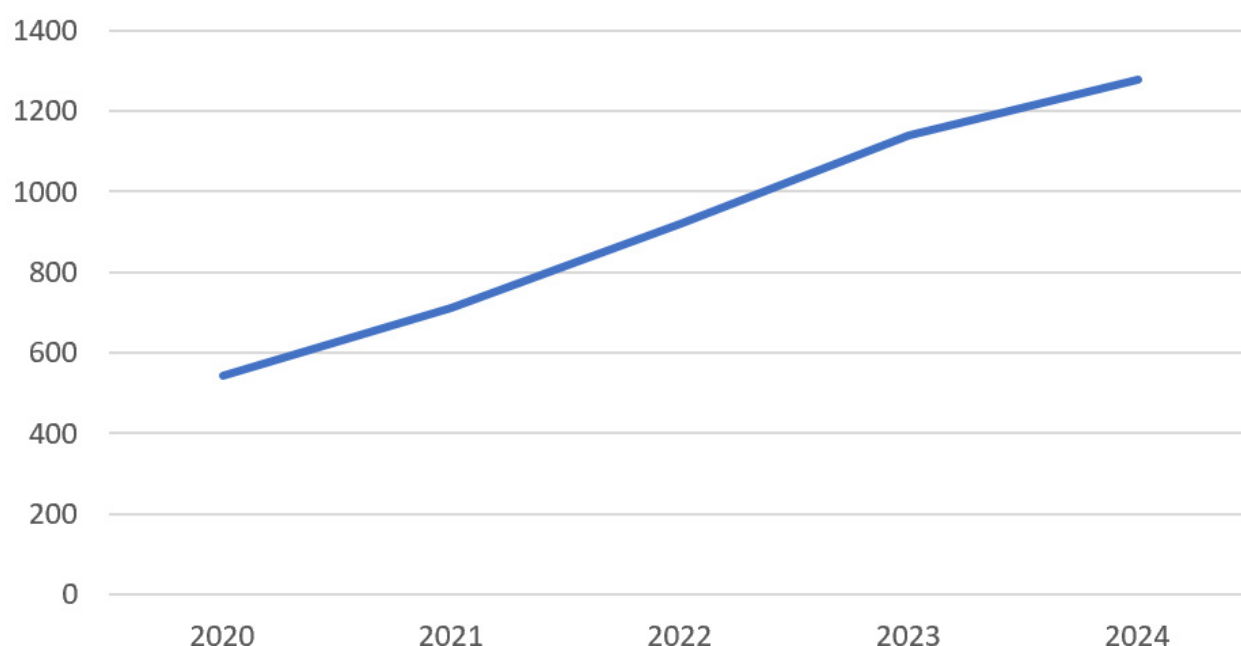


Figure 11: Modelled trend for Brunello Cucinelli Global Sales (EUR, millions) [38].

During contractionary periods following the pandemic, high-end luxury focus shifted pronouncedly toward digital platforms to heighten consumer experience but also pursued offline expansion to capture the demand of a new emerging upper middle class in second-tier cities. For instance, Tiffany & Co., primarily a high-end luxury brand, brought in Customer Relationship Management (CRM) to its official WeChat Mini program to establish a more personalized experience [54]. The continued expansion of high-end luxury brands like Qeelin and Cartier (Appendix 2) and leading sales of premium luxury bags during Chinese digital media festivals [55] signals the resilience among HNWIs. In parallel with digital expansion, 2023 saw a total of 68% increase in offline stores from 2022, in which 74% were located in non-first-tier cities [56].

The relocation reflects an effort to captivate demand of a new emerging upper middle class in second-tier cities, which are becoming the growth engines of the Chinese economy, as reported by Boyi Li [57]. Overall, the patterns suggest that economic contraction altered the timing and channel of high-end luxury consumption, which is driven by consumer attachment to exclusivity but also

subject to accelerating inflationary caution.

As observed in expansionary periods, the growth in wealth of HNWIs in China since 2019 was the foundation that allowed HNWIs to remain resilient when the middle class began to struggle in 2023. By 2022, their wealth in trillions of RMB rose by 11%, and Chinese millionaires generate an estimated 42% of domestic luxury purchases, reflecting their dominating contribution to local demand. Asset preservation and personalized experience are prioritized for HNWIs, who favor luxuries' role as stores of value and symbols of exclusivity, making luxuries sensitive to inflationary uncertainty that may delay discretionary purchases. Indeed, the high-end tier, which comprises up to 40% of the market, has contracted slightly, with a CAGR between -1% and -3% [58]. The geographic shift of luxury brands opening and the wealth expansion of consumers explain that high-end luxury consumers may postpone purchases amid uncertainty, pushing brands to capture rising consumer pools while maintaining exclusivity for HNWIs with financial stability.

In stark contrast, the accessible segment of the market proved the most economically volatile. In 2025, Bain es-

timates that the global luxury consumer pool has fallen by roughly 70 million from 2022, and the decline is concentrated among aspirational consumers [43]. Facing price hikes for iconic items, middle-class consumers began pursuing substitutes, discounted luxuries, or high-quality local accessible alternatives in China [59], as explained by the substitution effect. Since the price elasticity of demand is high for aspirational consumers, they might shift their spending priority to essentials while cutting discretionary spending on status signaling. Unlike high-end and quiet luxury, accessible luxury consumption is primarily income-constrained, as inflation directly reduces real purchasing power, leading to demand contraction rather than reallocation. This stagnation is in line with the survey results of Linda Ni [7], which demonstrated that aspirational consumers are more susceptible to price changes, and their purchasing power is further reduced during economic fragility.

Nevertheless, accessible luxuries are gaining share in personal luxury goods, led by Gen Z and value-conscious consumers. Gen Z and millennials who utilize digital media significantly in 2025 account for 70% of China's luxury spending [60]. This gain in relative significance reflects a process of down-trading under tight economic conditions. Since aspirational consumers' income is suppressed by price level increases, some consumers are forced to leave the market, while others substitute toward lower-priced accessible luxuries. Consequently, while inflation suppresses aggregate accessible luxury demand, it simultaneously increases its relative attractiveness due to its price effectiveness for aspirational consumers.

5. Evaluation

This paper aims to discuss the cyclical economic periods China experienced in the past decade and their correlation with luxury consumption patterns. The study adopts a categorical framework that divides luxury consumption into high-end, accessible, and quiet segments, allowing for more nuanced analysis of consumer responses to economic expansion and contraction. The analysis is strong in its incorporation of diverse secondary resources to weave an interconnected explanation for the varying responses of different luxury categories to macroeconomic indicators. In particular, the distinction between economic responsiveness and resilience enables a more precise interpretation of why different luxury categories may remain stable yet still exhibit strong correlations with economic variables. The data analysis is based on multiple luxury brands' global sales revenue and four major economic indicators, providing an overview of trends in economic cycles and the luxury market while also visualizing changes in annual revenue of specific brands.

However, the analysis is subject to several limitations.

Firstly, it is limited by the availability of categorical sales revenue data and China's 2025 macroeconomic indicators. For instance, the change in inflation has not been published. Most evidence is aggregate market data, and categorical analysis is represented by one to two luxury brands only, which limits the precision in distinguishing different behaviors of luxury. Similarly, consumer behavior is inferred through store openings, brand strategies, and sales revenue rather than direct household-level consumption data, which limits the accuracy of the analysis. Future investigations could incorporate such information instead of using a single brand's sector revenue as a benchmark to consider the entire Chinese landscape.

Moreover, some useful data cannot be utilized because they do not cover the entire timeframe for research, such as the total Chinese sector sales of luxury. Additionally, the study focuses on a decade in which the economic contraction was shaped by the COVID-19 shock and subsequent recovery, which may have been driven by economic rebounds rather than classical contractionary pressures. This constrains the analysis of long-term structural shifts in consumer taste.

Future research could address these limitations by employing firm-level data and large-scale consumer surveys to test the robustness of the identified mechanisms. Nonetheless, within its scope, the study provides a mechanism-driven explanation of how economic conditions shape luxury demand across categories and consumer segments.

6. Conclusion

In conclusion, the data and correlation test reveal that luxury consumption is not directly driven by general economic growth but by conditions that affect real consumer purchasing power. Across nearly all luxury indicators, the GDP growth rate shows weak and statistically insignificant correlations. This is because GDP reflects a country's overall economic situation, but luxury demand is highly dependent on consumers with relatively high purchasing power. On the other hand, inflation volatility is strongly and negatively correlated with luxury demand across almost all categories, and vice versa is observed for CPI.

Ultimately, the performance across luxury categories reflects how macroeconomic contractions unevenly impact the assets of different consumer tiers. The resilience of high-end and quiet luxury lies in the income stability of HNWI, VICs, and Gen Z, who are inheriting wealth from their previous generation. Their substantial assets are largely independent of cyclical labor income, and these elite groups may see their net worth increasing during volatility through investment in value-preserving luxuries. They view luxury as a store of value and a marker of cultural capital rather than mere status signals, leading to a

relatively stable development in high-end demand. More evident growth is observed in quiet luxury as preferences shift towards risk-averse investment in quality that insulates the consumer from social-economic stress. While for the middle class, whose discretionary spending is highly sensitive to fluctuations in the job market and inflation, the contractionary period triggers a negative wealth effect where high price elasticity and movement towards substitutes occur. Therefore, while the elite consumers are leaning towards exclusivity, the middle class rationalizes their spending under economic crisis, provoking divergent responses in luxury demand for the three categories.

References

- [1] Ling, O. (2020). Luxury Markets: An Evolution of Variation. *UT Austin Libraries*, 2. repositories.lib.utexas.edu/server/api/core/bitstreams/6acda5cd-fc3b-4022-b2aa-672fc2526b7c/content
- [2] Robinson, D. E. (1961). The economics of fashion demand. *The Quarterly Journal of Economics*, 75(3), 376–398. <https://doi.org/10.2307/1885130>
- [3] Market insights of luxury goods industry in Mainland China and Hong Kong: Reconstructing customer value for sustainable growth. (2023). In *FX Report*. PwC. www.fxbaogao.com/detail/3572182
- [4] Davari, A. (2022). The determinants of personal luxury purchase intentions in a recessionary environment. *Journal of Marketing Management*, 38(13–14), 1–32. <https://doi.org/10.1080/0267257x.2022.2035798>
- [5] Xia, L., & Zhang, Y. (2022). Analysis of Economic Factors Affecting Luxury Goods Sales in China. *Academic Journal of Business & Management*, 4(11), 63–64. <https://doi.org/10.25236/ajbm.2022.041110>
- [6] Hassan, S. (2015). Retaining the allure of luxury brands during an economic downturn. *Journal of Fashion Marketing and Management: An International Journal*, 19(4), 416–429. <https://doi.org/10.1108/jfmm-03-2015-0030>
- [7] Ni, L. (1900). Luxury consumption during economic crisis. *Documents*, 17. elischolar.library.yale.edu/ypfs-documents/1153
- [8] Meirov, D. (2021, August 15). *China's luxury market adopts festival of love for digital retail*. MID House of Diamonds. www.middiamonds.com/the-diamond-blog/taking-its-lead-from-valentines-day-in-february-chinese-luxury-marketers-sign-on-to-festival-of-love-concept-2alibabas-high-end-tmall-luxury-pavilion-overturning-the-rules-of-digital-retailin
- [9] *Unveiling the elegance: The rise of quiet luxury in China's fashion scene*. (2023b, August 16). RFI Asia. rfi.asia/insight/unveiling-the-elegance-the-rise-of-quiet-luxury-in-chinas-fashion-scene/
- [10] Chen, X. (2025). Investigating the consumer purchase motivation of quiet luxury brand. *International Journal of Managerial Studies and Research (IJMSR)*, 13(7), 2. <https://doi.org/10.20431/2349-0349.1307001>
- [11] Sanz-Lopez, F. (2024). Is the digitalisation the future of the luxury industry? *Heliyon*, 10(21). <https://doi.org/10.1016/j.heliyon.2024.e40029>
- [12] Wang, Y. (2022). A conceptual framework of contemporary luxury consumption. *International Journal of Research in Marketing*, 39(3), 788–803. <https://doi.org/https://doi.org/10.1016/j.ijresmar.2021.10.010>
- [13] Antioco, M., & Koshevaya, A. (2025). During uncertain times, for luxury clients: Quiet is the new loud. In *EDHEC BUSINESS SCHOOL*. <https://www.edhec.edu/en/research-and-faculty/edhec-vox/during-uncertain-times-luxury-clients-quiet-is-the-new-loud>
- [14] Lin, J. (2023). Analysis of luxury brand marketing strategies based on consumer psychology. *Advances in Economics Management and Political Sciences*, 24(1), 240–245, 242. <https://doi.org/10.54254/2754-1169/24/20230443>
- [15] Dahm, J.-M. (2018). The veblen effect revisited. *Otto Beisheim School of Management*. https://opus4.kobv.de/opus4-whu/frontdoor/deliver/index/docId/817/file/Dahm_Jil-Marie_Diss.pdf
- [16] Daxue_Writing. (2024). *Quiet luxury in China: A tale of classical aesthetics and enduring quality*. Daxue Consulting. <https://daxueconsulting.com/quiet-luxury-in-china/>
- [17] Amrani, E. (2025). Redefining prestige: Quiet luxury in China. *Università Ca' Foscari Venezia*. <https://unitesi.unive.it/handle/20.500.14247/25603>
- [18] Berger, J. A., & Ward, M. K. (2010). Subtle signals of inconspicuous consumption. *SSRN Electronic Journal*, 37(4), 2. <https://doi.org/https://doi.org/10.2139/ssrn.1242282>
- [19] Ray, M. (2015). *Krugman's economics for AP®* (p. 10). Worth Publishers.
- [20] Oppers, S. E. (1997). Macroeconomic cycles in China. *International Monetary Fund*, 5–7. <https://www.imf.org/en/publications/wp/issues/2016/12/30/macroeconomic-cycles-in-china-2359>
- [21] Chang. (2015). Trends and cycles in China's macroeconomy. *Trends and Cycles in China's Macroeconomy*, 2–5.
- [22] Qiu, S. (2025). The measurement and characteristic analysis of the Chinese financial cycle. *International Journal of Financial Studies*, 13(4), 16, 18–19, 187. <https://doi.org/https://doi.org/10.3390/ijfs13040187>
- [23] Wang, B., & Sun, T. (2013). How effective are macroprudential policies in China? *SSRN Electronic Journal*, 13. <https://doi.org/10.2139/ssrn.2255870>
- [24] Sheng, L. (2025). *Sheng Laiyun: Forging ahead amid challenges and pressures, making steady progress toward high-quality development — A commentary on the 2025 statistical communiqué on National Economic and Social Development*.

- Stats.Gov.Cn. https://www.stats.gov.cn/sj/zxfbhjd/202602/t20260228_1962663.html?webview_progress_bar
- [25] World Bank. (2022). *Unemployment, total (% of total labor force) (modeled ILO estimate)*. Data. <https://data.worldbank.org/indicator/SL.UEM.TOTL.ZS?locations=CN>
- [26] World Bank. (2023). *Inflation, consumer prices (annual %) — China* | data. Data. <https://data.worldbank.org/indicator/FP.CPI.TOTL.ZG?locations=CN>
- [27] The World Bank. (2024). GDP growth (annual %) - China. In *Worldbank.org*. World Bank. <https://data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG?locations=CN>
- [28] Cao, J. (2022). Research on luxury consumption in the background of financial crisis. *Proceedings of the International Conference on Finance, Economics and International Development (ICFIED)*, 3. <https://www.atlantispress.com/proceedings/icfied-22/125971512>
- [29] Zhi, L. (2022). *Luxury brands close stores in second-tier cities in China, shift resources to first-tier cities*. Luxeplace. <https://luxeplace.com/luxury-brands-close-stores-in-second-tier-cities-in-china-shift-resources-to-first-tier-cities>
- [30] Leibenstein, H. (1950). Bandwagon, snob, and Veblen effects in the theory of consumers' demand. *The Quarterly Journal of Economics*, 64(2), 183–207.
- [31] Eckhardt, G. M. (2015). The rise of inconspicuous consumption. *Journal of Marketing Management*, 31(7–8), 807–826. <https://doi.org/10.1080/0267257x.2014.989890>
- [32] Cooper, R. N., & Keynes, J. M. (1997). The general theory of employment, money, and interest. *Foreign Affairs*, 76(5), 51, 217. <https://doi.org/https://doi.org/10.2307/20048216>
- [33] Kimball, M. S. (1990). Precautionary saving and the marginal propensity to consume. *National Bureau of Economic Research*, 1. <https://www.nber.org/papers/w3403>
- [34] Alghanim, S., & Ndubisi, N. O. (2022). The paradox of sustainability and luxury consumption: The role of value perceptions and consumer income. *Sustainability*, 14(22). <https://doi.org/https://doi.org/10.3390/su142214694>
- [35] D'Arpizio, C. (2015). Luxury goods worldwide market study fall-winter 2015: A time to act—How luxury brands can rebuild to win. *Bain Insights*, 2. <https://www.bain.com/insights/luxury-goods-worldwide-market-study-winter-2015>
- [36] KPMG. (2024). *The market of luxury goods*.
- [37] Tapestry, Inc. (2025). *Presentations and financial reports*. Tapestry GCS Web. <https://tapestry.gcs-web.com/presentations-and-financial-reports>
- [38] Brunello Cucinelli. (2015). *Financial reports 2015*. Brunello Cucinelli Investor Relations. Retrieved August 19, 2026, from <https://investor.brunellocucinelli.com/en/services/archive/investor/financial-reports/2015>
- [39] 2019 Universal registration document including the annual financial report. (2020). In *Hermès*. https://assets-hermes.com/s3fs-public/node/pdf_file/2020-07/1595280621/hermesinternational-urd-2019-en.pdf
- [40] Prada Group: Sound results and solid progress in the evolutionary journey of the group. (2024b). *Prada Group*. <https://www.pradagroup.com/en/news-media/press-releases-documents/2025/25-03-04-prada-group-2024-fy-results.html>
- [41] The World Bank. (n.d.). *Consumer price index (2010 = 100) - China* | data. Data.Worldbank.Org. Retrieved August 19, 2026, from data.worldbank.org/indicator/FP.CPI.TOTL?locations=CN
- [42] Loro Piana / Fashionbi. (2024). *Loro Piana financials*. Fashionbi. <https://www.fashionbi.com/financials/brands/loro-piana>
- [43] Interesse, G. (2025). *China's luxury market outlook 2026: Growth, trends, opportunities*. China Briefing News. <https://www.china-briefing.com/news/chinas-luxury-market-outlook-stabilization-strategic-reset-and-the-new-consumer-landscape/>
- [44] Kaur, G. (2022). Impact of inflation on consumer spending patterns. *Iajesm*, 154.
- [45] Ait-Sahalia, Y. (2003). Luxury goods and the equity premium. *SSRN Electronic Journal*, 2. <https://doi.org/10.2139/ssrn.385243>
- [46] Lannes, B. (2025). The 2025 Chinese personal luxury goods market. *The 2025 Chinese Personal Luxury Goods Market*, 10–12.
- [47] Miljković, L., & Bogdanović, A. (2025). Income elasticity of demand for luxury goods during recessions: An extended theoretical, behavioral and empirical analysis. *Journal of Law and Administrative Sciences*, (24), 206–213. <https://doi.org/10.51865/JOLAS.2025.24.18>
- [48] Arpizio, C. (2024). Luxury in transition: Securing future growth. *Bain-Altgamma*, 24.
- [49] Parisi, D. (2018). *Tmall won over luxury brands in 2018*. Glossy. <https://www.glossy.co/fashion/tmall-won-over-luxury-brands-in-2018>
- [50] Reconstructing customer value for sustainable growth. (2023b). In *FX Report*. PwC. www.fxbaogao.com/detail/3572182
- [51] Atsmon, Y. (2025). The state of luxury: How to navigate a slowdown. *McKinsey & Company*. <https://www.mckinsey.com/industries/retail/our-insights/state-of-luxury>
- [52] Lannes, B., & Xing, W. (2022). A year of contrasts for China's growing personal luxury market. *A Year of Contrasts for China's Growing Personal Luxury Market*.
- [53] Bu, L. (2017). *Chinese luxury consumers: More global, more demanding, still spending*. McKinsey & Company. <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/chinese-luxury-consumers-more-global-more-demanding-still-spending>
- [54] Gregor, K. M. (2025). *The WeChat luxury index: A deep dive into luxury brand's strategies in China*. ABC-Luxe. <https://www.abc-luxe.com/the-wechat-luxury-index-a-deep-dive-into-luxury-brands-strategies-in-china/>
- [55] Daxue_Writing. (2024a). *China's luxury market: Shifting consumer values & retail experience*. Daxue Consulting. <https://>

daxueconsulting.com/chinese-luxury-market

[56] Luxe.Co. (2024). *Vitality ranking*. Luxe.Co. <https://luxe.co/category/reports/luolibang>

[57] Li, B. (2012). Analysis of business opportunities for luxury brands in second tier cities in China. In *www.politesi.polimi.it* (p. 8). <https://www.politesi.polimi.it/handle/10589/50822>

[58] D'Arpizio, C., & Levato, F. (2025). Global luxury stays resilient despite economic headwinds and shifting consumer trends that reshape market. *Bain & Company and Altagamma*. <https://www.bain.com/about/media-center/press-releases/2025/>

[59] Caïs, C., Vienne, C., Coleman, S., & Feghali, G. (2025). *Understanding Chinese luxury customers" sentiment in 2025 and preparing for the future a CXG report*. <https://www.cxg.com/wp-content/uploads/2025/06/Chinese-Luxury-Customers-Sentiment-2025-A-CXG-Report.pdf>

[60] Klempau, P. (2025). *Luxury in China: What gen Z really wants in 2025*. Istituto Marangoni. <https://www.istitutomarangoni.com/en/maze35/industry/china-gen-zluxury-trends-2025>

Appendix

Appendix 1: Normal distribution analysis.

Normal Distribution Analysis									
Name	Sample Size	Average Value	Standard Deviation	Skewness	Kurtosis	Kolmogorov-Smirnov Test		Shapiro-Wilk Test	
						Statistic D	p-value	Statistic W	p-value
GDP China growth rate	10	5.8	1.913	-0.717	0.076	0.199	0.313	0.92	0.361
year-on-year change for inflation rate	10	1.586	0.902	-0.403	-0.749	0.169	0.579	0.938	0.528
unemployment (%)	10	4.65	0.217	0.487	0.169	0.209	0.247	0.908	0.268
CPI (2010=base year)	10	125.2	6.612	-0.359	-1.537	0.17	0.572	0.903	0.238
Coach sales per year in millions of USD in greater china	10	772.17	128.075	-0.066	-1.942	0.226	0.158	0.87	0.099
Brunello Cucinelli regional sales revenue in Asia (in thousands of euros)	10	138708.2	117715.47	0.811	-0.785	0.24	0.105	0.865	0.088
global personal luxury market size (in billions of euros)	10	287.8	51.413	0.53	-1.114	0.198	0.32	0.887	0.158
LVMH revenue global (in millions of euros)	10	57437.2	19754.14	0.521	-1.513	0.204	0.277	0.872	0.106
prada revenue global (in millions of euros)	10	3317.99	1087.936	1.104	-0.184	0.269	0.038*	0.81	0.019*
Leather Goods and Saddlery (hermes sector sales data in millions of euros)	10	3833.5	1393.398	0.865	-0.42	0.218	0.194	0.905	0.249
Ready-to-wear and Accessories	10	2132.9	1238.76	1.018	-0.543	0.274	0.032*	0.813	0.021*
Silk and Textiles	10	654.4	185.656	0.8	-1.106	0.236	0.117	0.84	0.044*
Perfumes and Beauty	10	355.4	104.158	0.7	-0.998	0.211	0.234	0.898	0.206
Watches	10	308.1	188.752	0.851	-1.28	0.324	0.004**	0.764	0.005**
Hermes global sales revenue (in millions of euros)	10	8401.1	3726.583	0.92	-0.683	0.258	0.058	0.852	0.061
Coach Global Sales (in millions of USD)	10	5.5	3.028	0	-1.2	0.096	0.998	0.97	0.892
Brunello Cucinelli Global Sales (in millions of USD)	8	588.794	162.032	1.33	1.826	0.212	0.357	0.896	0.263

* p<0.05 ** p<0.01

Appendix 2: Selected information about the expansion of luxury brands offline (Luxeco).

Brand	2022.1-8 New Stores	2023 New Stores	Luxury Tier
Maison Margiela	2	9	Quiet Luxury
Qeelin	7	8	High-End Luxury
Marni	2	8	High-End Luxury
Celine	2	6	High-End Luxury
Cartier	2	5	High-End Luxury
Gucci	2	5	High-End Luxury
Balmain	1	5	High-End Luxury
Glashütte Original	2	5	High-End Luxury
Chaumet	3	4	High-End Luxury
Bottega Veneta	1	4	High-End Luxury
Fendi	2	4	High-End Luxury
Chloé	-	9	Upper Accessible Luxury
Breitling	-	7	High-End Luxury
Chopard	-	6	High-End Luxury
Jil Sander	-	6	Quiet Luxury
Rolex	-	5	High-End Luxury
Louis Vuitton	-	5	High-End Luxury
Omega	-	5	High-End Luxury
Loro Piana	-	4	Quiet Luxury
Dior	-	4	High-End Luxury
Burberry	-	4	High-End Luxury
Ralph Lauren	4	-	High-End Luxury
Tiffany & Co.	3	-	High-End Luxury
Lanvin	3	-	High-End Luxury
Hermès	2	-	High-End Luxury