

《中国奢侈品市场表现强劲 爱马仕等多个品牌门店焕新重启》

2023年一季度随着中国奢侈品市场的复苏，多个奢侈品品牌在中国的门店焕新重启，路威酩轩集团(LVMH)、爱马仕等顶级奢侈品牌销售额大幅增长。



Shoppers line up outside an outlet of Louis Vuitton in Hangzhou, Zhejiang province.

[PHOTO by LONG WEI/FOR CHINA DAILY]

Leading international luxury brands have posted strong growth, boosted by a recovering Chinese luxury market in the first quarter, with more new stores and upgraded digital experiences from luxury houses attracting a rising number of local mid-to-high income consumers.

在一季度中国奢侈品市场复苏的推动下，多家奢侈品品牌门店焕新重启和数字体验升级吸引了更多当地中高收入消费者，国际顶级奢侈品牌销售额强劲增长。

LVMH, the world's leading luxury products group with 75 brands under its umbrella, said first-quarter sales grew 14 percent in Asia, excluding Japan, compared with an 8 percent decline in the fourth quarter last year. The group said it expects China to drive growth in 2023.

旗下拥有75个品牌的世界顶级奢侈品集团LVMH表示，第一季度，除日本以外其他亚洲地区销售额同比增长14%，较去年第四季度下降8%大幅好转。LVMH也预计中国将持续推动2023年业绩增长。

Hermes Group said its first quarter has seen its Asia market, excluding Japan, grow 23 percent. It has pursued strong momentum in the Chinese market and across the region.

法国奢侈品品牌爱马仕表示，今年一季度除日本以外的亚洲市场销售额增长23%，在大中华区乃至整个亚洲地区都保持强劲势头。

In January, Hermes' Nanjing store in Jiangsu province reopened at a new address after renovation and expansion. On April 17, the company opened its newly renovated and expanded store in the historic Peninsula Hotel in Beijing, site of the Parisian house's first store on the Chinese mainland, which opened in 1997.

今年1月，江苏南京的爱马仕门店在新址拓店焕新重启。4月17日，爱马仕位于历史悠久的北京王府半岛酒店的精品店经过全新装修和扩建后重新开业。这家店是爱马仕在中国大陆的首家门店，1997年开业。

"Now one of 27 Hermes stores in the country, including three in Beijing, the redesign is testament to the house's long-standing history and confidence in the Chinese market," said the company.

爱马仕表示：“如今，在中国内地开设的27家专卖店中，有3家位于北京。此次焕新启程，印证着爱马仕的悠久历史和对中国市场的信心。”

This January, British luxury brand Burberry launched its store in SKP shopping mall in Chengdu, Sichuan province, followed by the opening of its refurbished store in Taikoo Li shopping center in the same city on March 30. In the first half of next year, Burberry's first boutique store will open in Hainan province. The brand owned 84 stores on the Chinese mainland as of the end of March.

今年1月，英国奢侈品品牌博柏利在四川成都SKP商场的精品店全新开幕，3月30日在成都远洋太古里的精品店也重装开业。明年上半年，博柏利在海南的第一家精品店将在海口落地。截至今年3月底，博柏利在中国大陆拥有84家门店。

To attract technology-savvy consumers in China, Burberry has developed a WeChat mini program to unlock personal online shopping experiences as they have discovered 80 percent of consumers in China have visited online stores before making purchases.

为了吸引精通数字技术的中国消费者人群，博柏利开发了微信小程序，为消费者解锁个性化网购体验，因为博柏利发现，80%的中国消费者都是先逛网店才下单的。

Josie Zhang, president of Burberry China, said: "Chinese consumers are passionate about fashion. They are digitally savvy, and more eco-conscious than ever before. They are also increasingly turning to innovative products and culturally relevant experiences. All these bring development and growth opportunities for the industry. "

博柏利中国区总裁张允馨表示：“中国消费者对时尚充满热情和追求，精通数字技术，有生态意识，对创新产品和文化体验也有着浓厚的兴趣，这些也给我们所在的行业带来了发展和增长的机遇。”

According to Bain & Company, a global consultancy, the China luxury market had been on a bull run over the past five years, with the market doubling between 2019 and 2021.

据全球性咨询机构贝恩公司称，过去五年来中国奢侈品市场一路高歌猛进，2021年的整体规模较2019年近乎翻番。

"China is a behemoth for luxury growth," said the Bain report. "It has a larger number of middle- and high-income consumers, and those populations are projected to double by 2030."

贝恩的报告称：“中国是奢侈品市场增长的巨头，到2030年，中国中高收入消费者数量预计翻倍。”

重点词汇

strong growth 强劲增长；强劲的增长势头

boosted 使增长；使兴旺；偷窃；boost的过去分词和过去式

recovering 恢复健康；康复；痊愈；复原；恢复常态；全额收回；追回；恢复；再生；补偿；
recover的现在分词

first quarter 第一季度；第一个季度；上弦月

upgraded 使升级；提高；改进；提升；提拔；提高待遇；优待；提升的，升级的；
upgrade的过去分词和过去式

experiences 经验；实践；经历；阅历；经历，体验；经受；遭受；感受；体会；体验；
experience的第三人称单数和复数

attracting 吸引；使喜爱；引起...的好感；招引；引起；attract的现在分词

rising 上升的；升起的；上涨的；升高的；增加的；增强的；地势逐渐升高的；
美口 超过，多于

income 收入；收益；所得

consumers 消费者；顾客；用户；consumer的复数

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