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A luxurious clothing brand must create an impression that goes beyond simply being aesthetically pleasing: it must capture a feeling of sophistication and lifestyle to its consumers.

That's why brands embrace marketing from a truly innovative perspective. Our signature approach combines cutting-edge techniques with classical principles and modern strategies, delivering bespoke campaigns tailored to each client's exclusive needs.

We go beyond engaging visuals: delving into contemporary culture and using storytelling to align the narrative of the brand with its target audience. Our visual identities are designed not just to attract attention, but also craft meaningful connections – by becoming part of our clients' consumers' lives in subtle, memorable ways.

The end result? Intricately crafted marketing that sells more than just clothing – it creates an experience around luxury and exclusivity.

Let's take a closer look at the 10 Luxurious clothing brands in the world in 2023:

1. Louis Vuitton

Louis Vuitton Malletier, commonly known as Louis Vuitton is a French luxury fashion house and company founded in 1854 by Louis Vuitton. One of the most luxurious clothing brands in the world is Louis Vuitton.

With this brand, just one item can sell at prices for \$185,528.00. They are reputed for developing new and fascinating trends in the world market. One of the powerful keywords for all the products from this brand is the greatest quality.

The Louis Vuitton brand provides a variety of goods, including clothing, handbags, bedspreads, and many more. They consist of several luxury goods with their original pattern. In addition to being one of the most expensive clothing brands in the world as well, Louis Vuitton is without a doubt one of the best.

Louis Vuitton used a marketing strategy with the help of celebrity endorsements. Famous actors such as Jennifer Lopez, Deepika Padukone, Kate Moss, Scarlett Johansson, and Uma Thurman have been associated with this brand as ambassadors. They have even participated in high-profile campaigns for the brand.

2. DIOR

Primarily focused on womenswear luxury brands, Dior was founded in Paris in 1946 by fashion designer Christian Dior. Today the House of Dior is owned by Groupe Arnault and its most recent CEO is Sidney Toledano, who has been in this position since 2015.

Dior has employed many designers since his founder's death in 1954, Maria Grazia Chiuri being their most recent addition to the brand.

The cost of only one product from the brand can reach \$3,950. In just three years after its founding, this brand broke a record by contributing up to 5% of France's complete export revenue to its sales.

Unlike marketing strategies other brands use, the luxury brand Dior focuses on a specific audience. Dior uses a brand identity marketing strategy reputation for collaborating with famous people, including actors and other dignitaries.

Even though they at first only produced women's clothing, particularly evening dresses, they never ceased developing and now provide a huge range of other goods.

3. HERMES

Thierry Hermes founded the Hermes fashion house in 1837 as the Hermes International brand. When you hear the name Hermes one item automatically comes to mind: the signature product -the scarf.

Their Birkin bag has also been their most iconic piece since 1984 and has been the most sought-after handbag in the world with long waiting lists. A single product from the brand can cost around \$2000 to \$400,000, depending on the quality and/or the period it was released as matter in this brand.

The Brand's products include but are not limited to quality high-fashion clothing only they even have accessories manufactured and retailed. Their uniqueness is second to none and their luxury is of high quality and exceptional crafts.

Hermès' Marketing strategy is based on creative freedom which is different from the other brands. Each year, a theme inspires creators and Artistic Directors which attracts customers out there.

Driven by a history spanning around 200 years, during which the House has continued to develop with audacity and ingenuity

in their products, In 2021Hermès paid homage to the theme of the Odyssey. In the face of challenges and successes, the Group has continued its journey, true to its identity.

4. GUCCI

Guccio Gucci was founded by an Italian luxury fashion house in Tuscany back in 1921. Their signature design is so typically Italian and it's recognized worldwide, with so many sought-after expensive items.

Kering is the current owner of the Gucci brand and its creative director is Alessandro Michele. Throughout the decades they have had their share of controversy as well, which in hindsight probably saved the brand.

Over the years, it experienced a very challenging time but has risen to the limelight again which worked as a marketing strategy for the brand.

However, the Brand was said to have been able to make a comeback due to the creative strategy of its current Creative Director, Alessandro Michele who came up with the idea of promoting a brand which is appealing to everyone, rather than a specific gender.

The Gucci brand styles a lot of popular people and dignitaries such as Rihanna, Blake Lively, Kylie Jenner, Brad Pitt, and many more. Their products are no doubt of top quality and a single product can cost up to \$4000.

5. CHANEL

Founded in 1910 in Paris by Gabrielle Coco Chanel, this is by far the most famous luxury fashion house across the globe. Chanel exudes elegance and class with its minimalist classic designs which appeal to the customers.

Their signature Chanel no.5 perfume is probably the most

popular scent in the world and the CC logo designed by Coco Chanel herself in 1925 made the brand what it is today in the market.

The genius of Karl Lagerfeld, saved the house back in 1983 when he became the head designer of the brand until his death in the year 2019.

There are 310 showrooms worldwide, and its products can be as high as \$3, 500. Well-known Chanel devotees include Vanessa Paradis, Nicole Kidman, Audrey Tautou, and Keira Knightley to promote their brand. Their products include clothing, sunglasses, jewelry, belts, handbags, footwear, etc.

The main storyline reinforced throughout the brand marketing strategy is that of a liberated young woman, in line with its history. In addition to building trust in the consumer, Chanel's content is never about hard selling its products in the market, but always about the stories.

Among its competitors, Dior, Hermes and Louis Vuitton, Chanel probably has the most engaging content online, with innovative video shorts featuring the likes of Pharrell Williams and Keira Knightley celebrities Chanel attracts more customers.

6. Valentino

Valentino Garavani is the name behind this popular brand which he created in 1960, after working as an apprentice designer back in Paris. His signature Valentino RED is what really makes him stand out from the other fashion designers in the market.

Valentino's unique selling proposition is its commitment to quality and craftsmanship. Valentino has invested heavily in producing clothing that is luxurious in the world. In recent years, the brand has also focused on sustainable products and ethical fashion practices, highlighting its commitment to the environment and to offering quality garments to its customers.

Valentino relies on a variety of marketing strategies and promotional strategies to create brand awareness and drive sales. The company aims at digital and print advertising, as well as campaigns in leading fashion magazines and events.

7. BURBERRY

The London-based luxury fashion house was founded in 1856 by the designer Thomas Burberry. Known across the world for their signature check design, they design ready-to-wear outerwear clothing, cashmere scarves, leather goods and cosmetics.

Burberry cancels dividend after sales plunge 28%, Burberry group.

Apart from having a total of 498 showrooms worldwide, many famous people, like Rihanna, Carey Mulligan, Madonna, and others, are regular buyers of the brand.

Burberry's marketing strategy is to "supercharge" online sales through digital leadership and to invest in omnichannel experiences including the store while building brand engagement and by aiming at its core luxury outerwear and leather categories.

8. Prada

Founded in Italy Prada S.p.A. back in 1913 by Mario Prada and has remained in the family ever since, headed by his granddaughter Miuccia Prada since 1978. She has brought Prada its fame due to her minimalist designs and creating the trademark in the bags section they are well-known for.

A major turning point for the Prada brand was the newly branded Miu Miu products in the market. Prada products are the favourites of celebrities and of the highest calibre. A single product from this brand can cost as high as \$1,600 to \$3,200, making it one of the most luxurious clothing brands in the world.

Prada has their own website, and each of its products has full details, ensuring customers get appropriate information about a particular product. Prada even conducts fashion shows which proved to be very productive and persuasive, especially in the fashion industry.

They had a number of runway shows that had music designed by a famous French artist along with various Prada models and actors who later also come in their marketing campaigns creating a stronger impact on customers.

9. Ralph Lauren Brand

Ralph Lauren Corporation is an American publicly traded fashion house that was founded in 1967 by American fashion designer Ralph Lauren. The brand is renowned for its innovative use of old materials techniques.

A single item here can cost around \$1300, which is what the Brand's efforts merit.

Ralph Lauren's marketing strategy is looked into by the company's in-house creative organization. They mainly advertise through the print media channel.

Ralph Lauren has also come up with contests, discounts and Rugby Radio to attract customers. Ralph Lauren has also recently invested in digital marketing and engages with customers through its social media channels. Also, Ralph Lauren increases exposure by participating in top fashion shows like Milan Fashion Week, and many more.

10. Dolce & Gabbana

Designers Domenico Dolce and Stefano Gabbana founded this fashion company back in 1985. They create a variety of products such as clothing lines, fragrances, handbags, footwear, cosmetics and jewellery.

Their inspiration is a Mediterranean street style and youthful way of life, which makes their brand popular among youth. The brand is well known for its stylish, high-quality clothing and accessories. Like Gucci, Dolce & Gabbana prefers to keep its manufacturing limited in style so that its customers can express their individuality.

A single product from this brand can be around \$4,999 to \$12,999. Dolce & Gabbana market their products through their website, television advertisements and social media. They are even featured in top magazines like Vogue.

They are infamously known for their controversial marketing strategy that always manages to catch the attention of the customers. They make use of gender stereotypes to sell their products and even objectify women/men in many of their advertisements campaigns.

Recently they have also launched a mobile application called 'The D&G Fashion Channel' which is available for iPhone users only. It is using the iPhone as a direct way of communicating with its customers and following the users in real life.

The application gives the users a very personal experience which is exactly what the customers get when they visit an actual Dolce & Gabbana store. The shoppers get a targeted service and are shown exactly what they are looking to buy in reality through this mobile application.

Summary

Many people are passionate about luxurious clothing and will go to any lengths to own it, even spending a lot of money. If you have the money to spare and are looking for a luxurious fashion investment piece, any of these expensive fashion brands would be ideal for you to go for.

Clothing is one area where you can really get what you pay for

in terms of quality of products and craftsmanship.

However, it's essential to keep in mind that trends come and go, so what's expensive today may not hold its value in 5 years. Today the global luxury fashion market is predicted to reach US\$350 billion in 2030, growing at a compound annual growth rate (CAGR) of 5.0%.

FAQ's on Luxurious Brand Marketing

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