

Luxury Index 2012

Contributed by UMG International
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What are the most popular car brands among reach Ukrainians? Which watches and jewelry brands they consider as the most luxurious? What clothing brands they prefer? Answers for these and other questions we received while Luxury Index 2012 research. UMG International announces Luxury Index 2012 edition results. Rating of luxury brands in Ukraine, based on the interviews of 400 people with total household income over 1,2 million UAH per year.

We extended 2012 edition with two new categories: Women's Handbags and Women's Shoes.

Ukrainian approach to essence of luxury was divided into following criteria: quality, uniqueness of the brand, using of people with high social status, feeling of high status while using. Respondents were interviewed in 8 categories: Cars, Watches, Men's clothes, Women's clothes, handbags and shoes, Jewelry, Hotels.

Results of Luxury Index 2012:

CARS

In category of cars first three places were taken by Maybach (369), Rolls- Royce (255) and Bentley (204).

WATCHES

Among the watches the most luxurious are Rolex (459), Cartier (192), Patek Philippe (152).

MEN'S CLOTHES

Top ranked brands in Men's clothes category are Brioni (256), Armani (235), Louis Vuitton (233).

WOMEN'S CLOTHES, HANDBAGS, SHOES

Women's clothes brands considered as the most luxurious are Chanel (248), Louis Vuitton (207), Dior (191). Results in Women's handbags category are similar, Chanel (281), Louis Vuitton (180), Gucci (153), while for women's shoes they were Prada (189), Chanel (126), Gucci (117).

JEWELRY

As the most luxurious brands in jewelry category following brands were chosen Cartier (370), Tiffany & Co. (358), Boucheron (195).

HOTELS

On the list of luxury hotels, first place was taken by Hilton (286), second by Hyatt (265), and third - Ritz- Carlton (243).

Luxury Index 2012 was done using COOLTOOL digital market research hub. (Cooltool.com)

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