THE GLOW INDEX

Q3 2025

Measuring the Impact of Newness in China Luxury

Newness as a Growth Engine in China's Luxury Market

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Q3 2025 marks a turning point for the Chinese luxury market, showing early signs of recovery (modest yet meaningful) as consumers cautiously return to spending. The rebound remains fragile, but it signals renewed opportunity for brands able to execute with precision. In this context, **newness and commercial discipline** are critical to sustaining growth, as highlighted in our GLOW Index.

As FW 2025 and SS 2026 collections roll out (many under new creative leadership), success will depend on turning creativity into locally relevant, high-performing assortments. **The best-performing brands will be those transforming newness into a true growth engine**. The GLOW Index measures this impact by linking new launches to their revenue contribution, offering leaders a clear benchmark to steer product strategy in a recovering market.

The GLOW Index leverages proprietary insights from COMPASS: our Competitive Intelligence Platform for Luxury Brands in the Chinese Market

BENCHMARK YOUR PERFORMANCE

against your competitors across channels

IDENTIFY PERFORMANCE GAPS

and opportunties to prioritize

GENERATE NEW GROWTH OPPORTUNITIES

at speed

MARKETING

Benchmark your brand's digital impact against competitors. Track audience growth, content performance, and UGC to understand what drives engagement—and what doesn't

ECOMMERCE

Gain a clear view of revenue drivers. Benchmark performance against competitors, identify bestsellers, and evaluate the impact of key commercial events to uncover growth opportunities

MERCHANDISING

Benchmark your merchandising and pricing strategies against competitors. Evaluate key revenue drivers and portfolio gaps, and analyse the performance of new product launches to identify areas for growth

Key Questions COMPASS Can Answer

	1. MARKETING IMPACT	2. PRICING STRATEGY	3. DISCOUNT & PROMOTION	4. MERCH OPTIMIZATION	5. NEW PRODUCTS	6. GREY MARKET
YOUR BRAND	Assess the success of your activations and the direct impact into your ecommerce revenues	Uncover category and product performance across price segments and measure portfolio premiumization	Align your promotional strategies to optimize your top line while protecting your brand equity	Track your portfolio development, discover over / under leveraged categories and subcategories	Measure the impact of new product releases into revenues over time	Assess Grey Market's impact on sales cannibalization and measure collection and brand power over time
COMPETITION	Measure the relative impact of your activations vs competitors, optimize your influencer strategy and learn from best practices	Identify portfolio pricing gaps and build portfolio strength based on changing market dynamics	Identify best practices and adapt your promotional actions to maximize revenue opportunities	Identify product trends and benchmark your performance against other brands' portfolios to maximize revenues	Uncover your competitors' new launches and seasonal strategies and related performance	Identify market product trends to inform your merch strategy and benchmark your brand health

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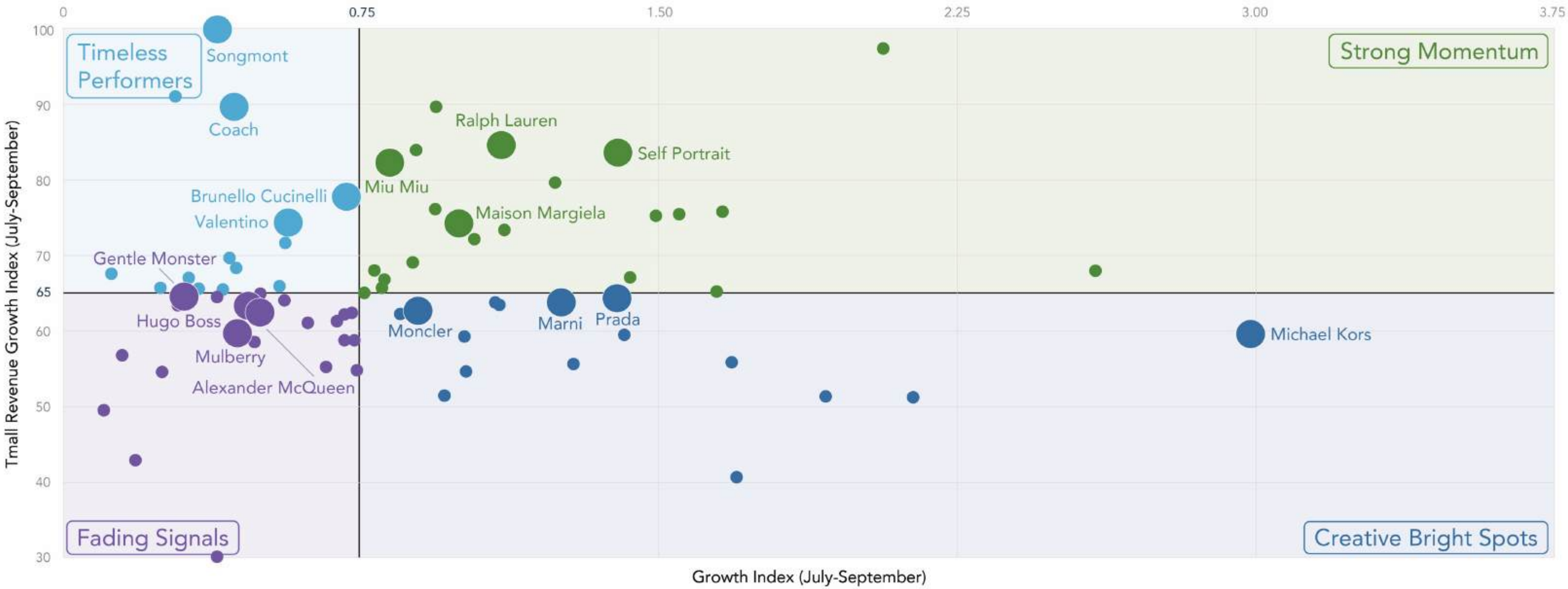
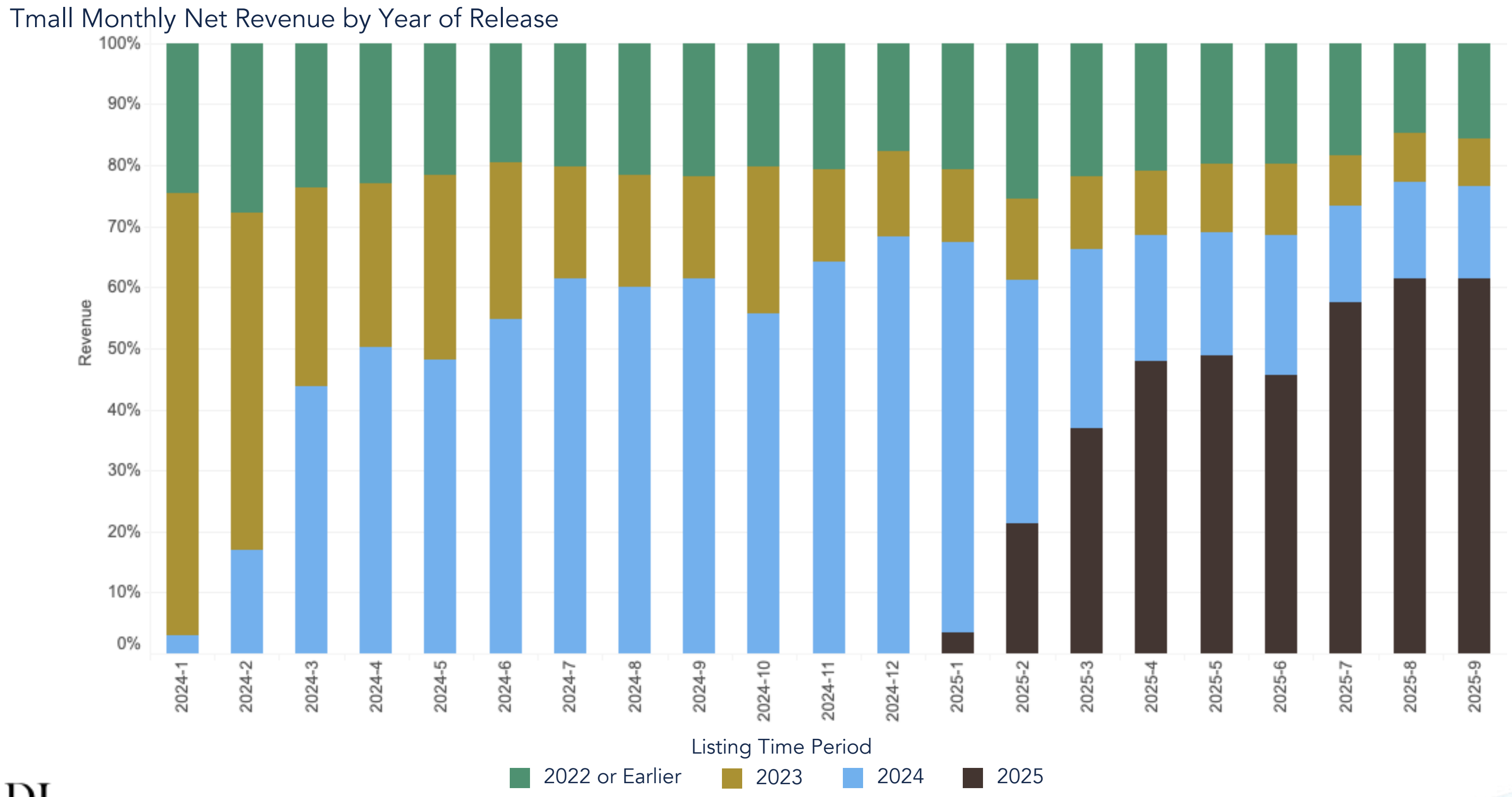
The GLOW Index: Growth Leveraging On Newness



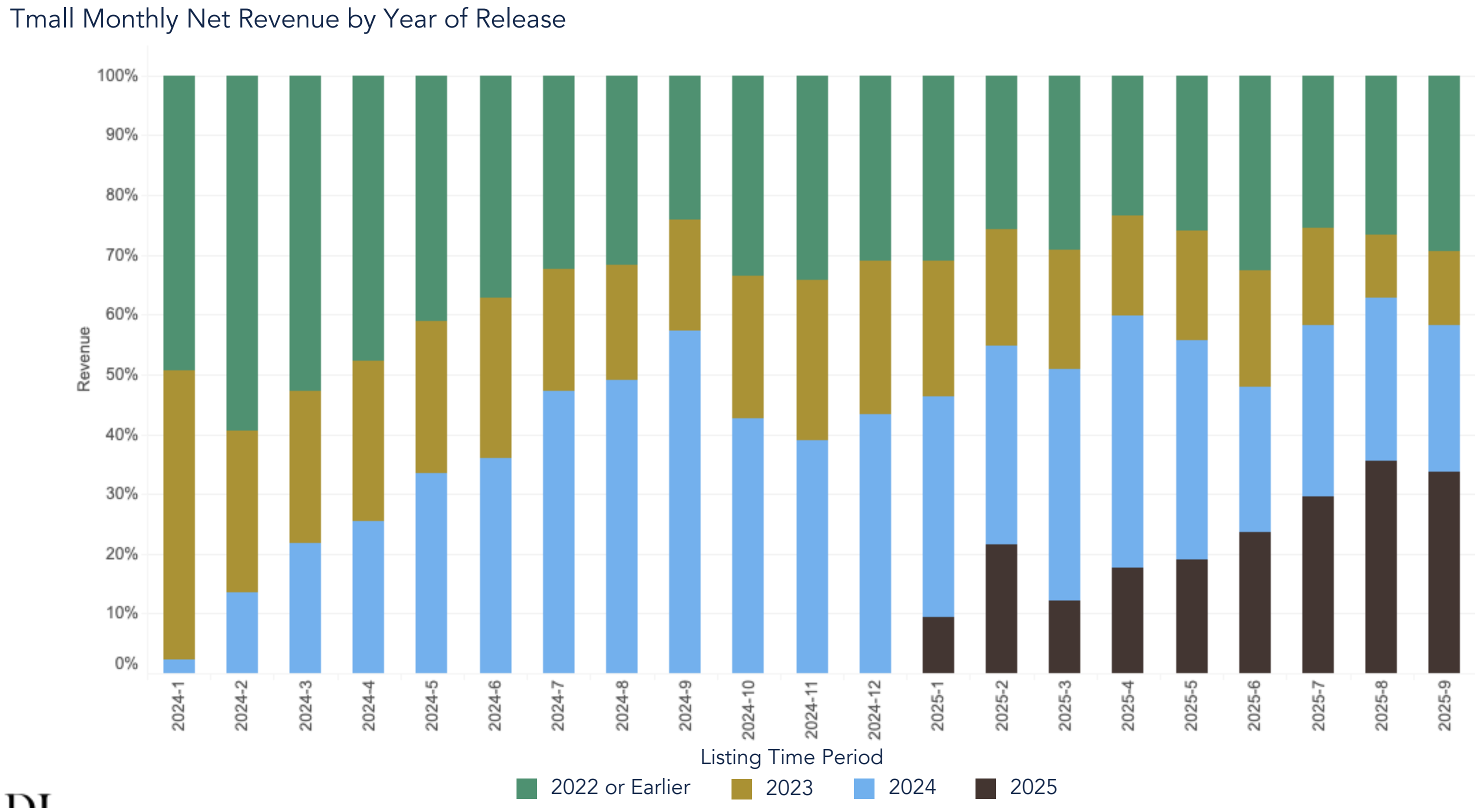
STRONG MOMENTUM: RALPH LAUREN

Ralph Lauren has been one of the “IT” brands over the past two years. In the past quarter, it successfully shifted its position from a “Timeless Performer” to a “Strong Momentum” brand. In 2025 Q3, 60% of its Tmall revenue came from 2025 new releases, with 37% contributed by products launched in Q3 alone. The brand’s strong ability to capture consumer attention through its latest launches highlights its growing popularity in the China market. Women’s cardigans and shirts remain the key bestsellers, driving the brand’s strong overall performance.



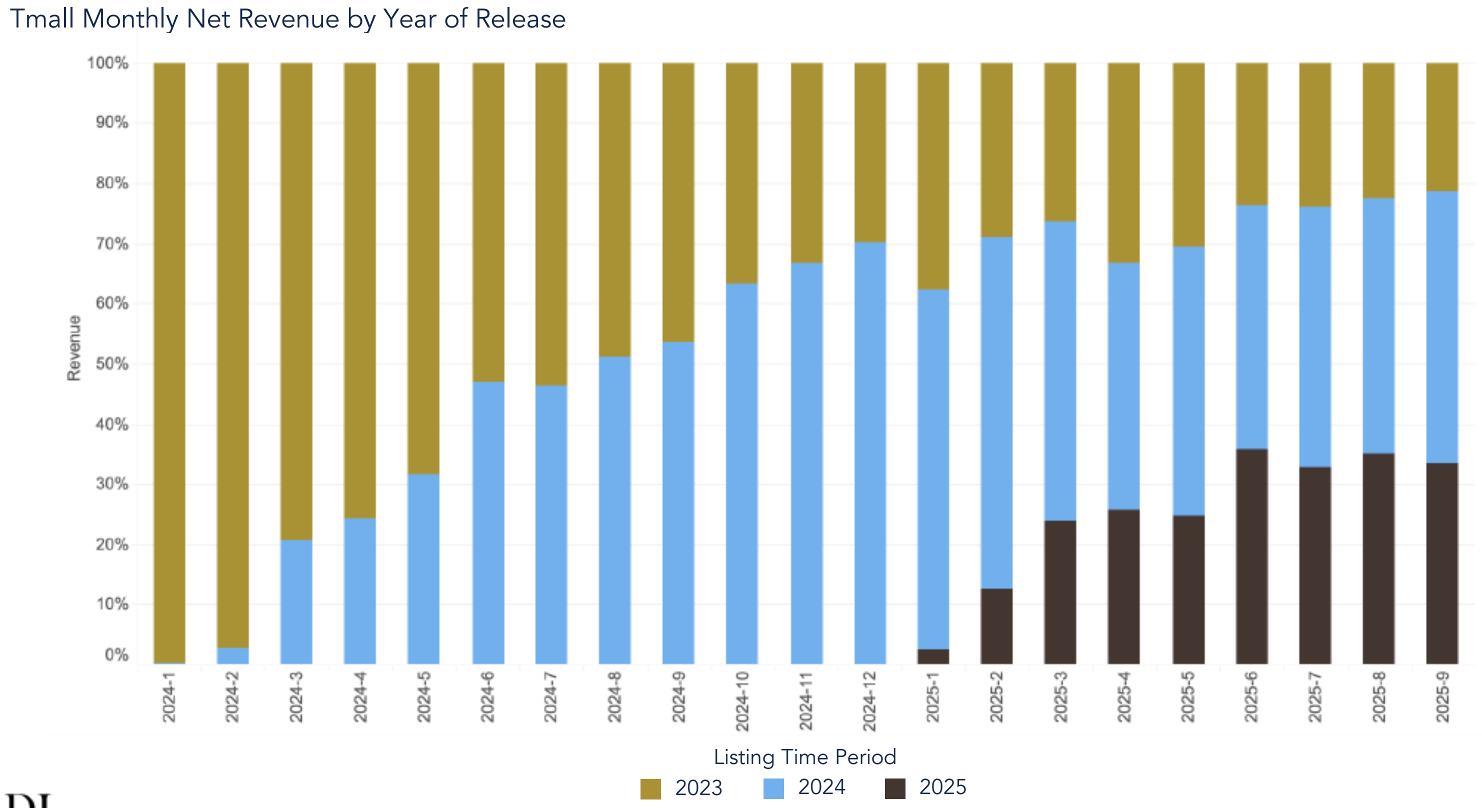
CREATIVE BRIGHT SPOTS: MICHAEL KORS

Michael Kors' latest drops have helped revive the brand, with 34% of its Q3 revenue coming from 2025 listings - including the newly released Nolita, which generated impressive sales momentum in its first quarter of launch. While these new products have successfully regained market attention, overall revenue continues to decline YoY. More than 80% of the brand's assortment remains regularly discounted, including evergreen styles such as Bedford and Ava.



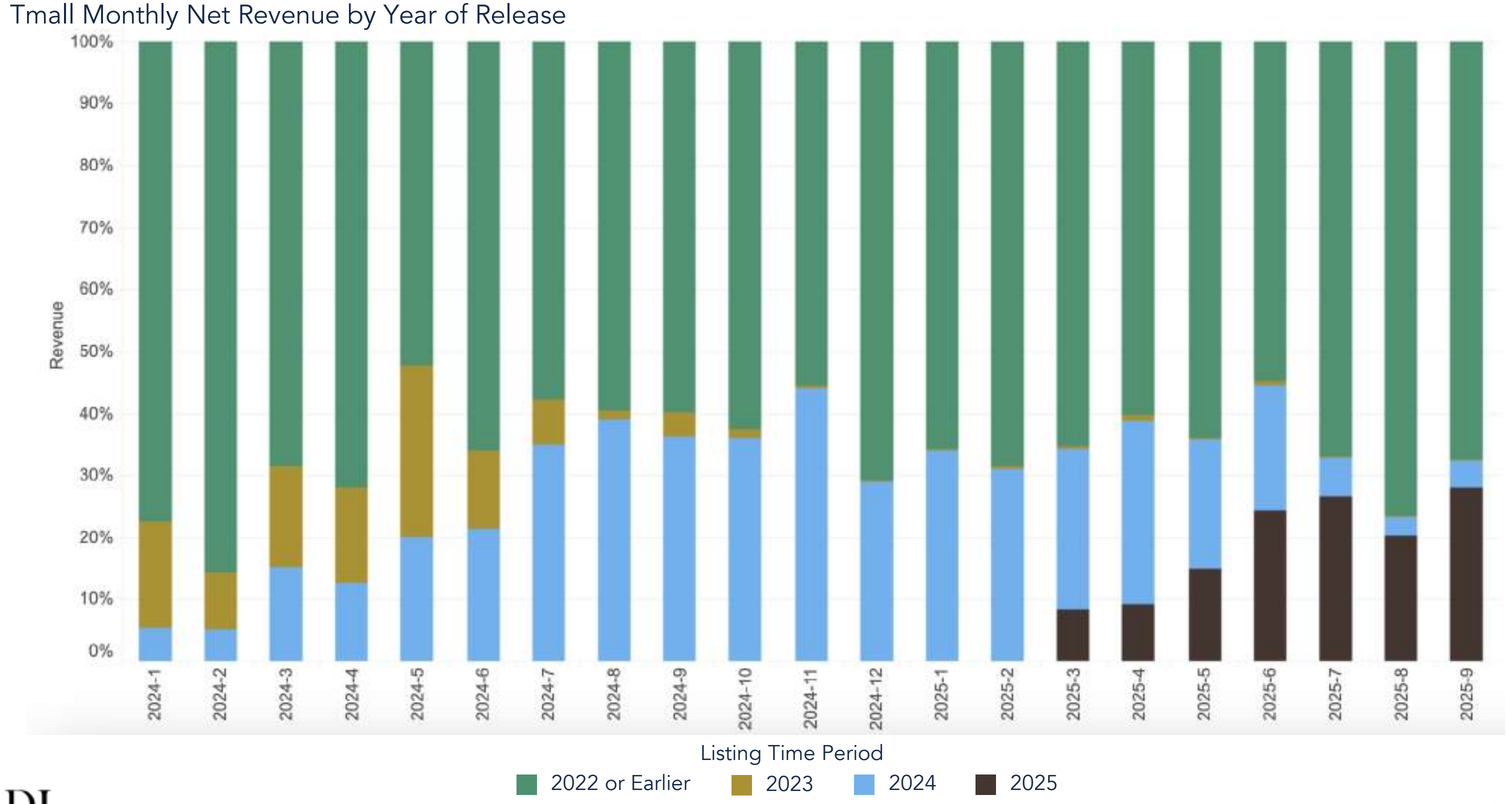
TIMELESS PERFORMERS: SONGMONT

Songmont, once a small C2C bag seller on Taobao, has now emerged as one of China's leading premium handbag brands, competing with global powerhouses on Tmall. The brand recorded a 52% year-on-year revenue growth in Q3 2025. Although its GLOW Index stood at 0.39 (below the median), this one-quarter snapshot belies strong innovation momentum throughout the year: 33% of its assortment and 34% of its revenue came from new launches in 2025.



FADED SIGNALS: ALEXANDER MCQUEEN

Alexander McQueen continues to face challenges in the Chinese market, recording several consecutive months of double-digit year-on-year declines. The brand remains heavily reliant on its evergreen products — particularly the long-standing Oversized Sneaker — while most of its 2025 Tmall listings are merely iterations of these core styles. In Q3, new 2025 listings made up 51% of the assortment but generated only 25% of total revenue.



Is Your Brand Positioned to Lead?

In a market where growth is increasingly selective, understanding how your product strategy stacks up against competitors is critical to capturing market share.

The GLOW Index provides a clear, data-driven lens to assess the commercial impact of your new collections, and reveals where your brand stands within China's highly competitive luxury landscape.

Luxury growth in China is expected to return, but not for everyone. The next wave will reward brands that are already aligned on product relevance and execution. Now is the moment to benchmark, adjust, and lead.

Schedule a session with us to receive your brand's GLOW Index positioning and to uncover where growth is being captured.

CONTACT

About Re-Hub

Re-Hub, a DLG company, is an AI-powered business intelligence platform designed to empower luxury brands with data-driven solutions across key business areas. By leveraging its proprietary Data & AI tracking platform and a dedicated team of PhDs and data experts based in Shanghai, Re-Hub delivers actionable insights across brand-owned digital channels, gray markets, and pre-owned markets. These insights help brands achieve clarity, alignment, and strategic optimization for their operations in China.

About DLG

DLG (Digital Luxury Group) is an independent marketing and technology group with offices in Geneva and Shanghai. The company provides social media, e-commerce, CRM, consulting, and creative services to luxury and lifestyle brands. DLG is renowned for its expertise in defining and implementing impactful business strategies, combining technological know-how, creativity, and luxury savoir-faire to target sophisticated consumers.

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