# LVMH Competitor Analysis Report

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**Structured Analysis of Competitive Promotions (Feb 2025)**

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**\*\*Summary Table of Promotions\*\***

| **Retailer** | **Product Category** | **Promotion Type** | **Promotion Details** | **Promotion Period** | **Source (Image)** |
| --- | --- | --- | --- | --- | --- |
| Acqua Di Parma | Fragrances | Per-item cash incentive | - $2.50–$10 SGD per bottle sold (varies by SKU). | Feb 2025 | Acqua Di Parma - Feb 2025.jpeg |
| Cartier | Fragrances | Per-item cash incentive | - $5 SGD per Cartier perfume sold (Shilla payroll staff only). | Feb 2025 | Cartier - Feb 2025.jpeg |
| CK, Chloe, Kylie | Fragrances/Cosmetics | Sales threshold voucher | - $30 voucher per $1,200 CK sales. | Feb 2025 | CK, Chloe, Kylie - Feb 2025.jpeg |
| - $30 voucher per $1,500 Chloe sales. |
| - $10 voucher per 3 Kylie Cosmic Fragrance bottles sold. |
| Diptyque | Home Fragrances | Per-item cash incentive | - $5 SGD per item sold for specified SKUs (e.g., candles, diffusers, sets). | Feb 2025 | Diptyque - Feb 2025.jpeg |
| Drunk Elephant | Skincare/Cosmetics | Sales threshold voucher | - $10 voucher per $600 sales. | Feb 2025 | Drunk Elephant - Feb 2025.jpeg |
| Bundle incentive | - $10 voucher per 5 Lippe Balm sets sold. |
| Burberry/Guccicos | Makeup | Bundle voucher | - $10 voucher per 2 focus SKUs sold (e.g., mascara, lipsticks). | Feb 2025 | Fragrance Burberry, Guccicos - Feb 2025.jpeg |
| Multibrand | Fragrances | Per-item voucher | - $10 voucher per focus SKU sold (e.g., CK One, Daisy, Cool Water sets). | Feb 2025 | Fragrance Multibrand - Feb 2025.jpeg |
| Hermes (Fragrance) | Fragrances | Tiered voucher/tester | \*\*T1-T3\*\*: | Feb 2024\* | Hermes - Feb 2025.jpeg |
| - $15 voucher per 3 X’mas sets sold (capped at $120). |
| - 1 tester per 10 X’mas sets sold. |
| \*\*T4\*\*: |
| - $50 voucher per 10 Hermes fragrances (85ml/100ml) sold (capped at $100). |
| Hermes (Beauty) | Cosmetics | Bundle voucher/tester | - $30 voucher + 1 tester per 6 Eye/Lip Pencils or Eyeshadow Palettes sold. | Feb 2024\* | Hermes Beauty - Feb 2025.jpeg |
| Lancaster | Suncare | Bundle voucher | - $10 voucher per 4 SKUs sold (e.g., sunscreens, tanning products). | Feb 2025 | Lancaster - Feb 2025.jpeg |
| NARS | Cosmetics | Tiered sales incentive | - $10 voucher for $1,000 sales. | Feb 2025 | Nars - Feb 2025.jpeg |
| - $50 voucher for $3,000 sales. |
| - $80 voucher for $5,000 sales. |

\*Note: Hermes promotions list Feb 2024 in the source text but are included here as per the user’s Feb 2025 context.

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**\*\*Key Observations\*\***

1. \*\*Cash vs. Vouchers\*\*:

* Acqua Di Parma and Cartier use direct cash incentives, while others (e.g., CK, Diptyque) use vouchers.
* Hermes combines vouchers with product testers for staff.

1. \*\*Category Focus\*\*:

* Fragrance brands emphasize per-item or bundle incentives (e.g., $2.50–$10 per bottle).
* Cosmetics (e.g., NARS, Hermes Beauty) use tiered or bundle-based rewards.

1. \*\*Sales Thresholds\*\*:

* Higher thresholds (e.g., $1,500 for Chloe) target premium buyers, while smaller thresholds (e.g., 3 Kylie bottles) drive volume.

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**\*\*Recommendations for LVMH\*\***

1. \*\*Match Per-Item Incentives\*\*:

* Acqua Di Parma’s $10/bottle incentive for high-end fragrances (e.g., SIG. SANDALO EDP 180 ML) sets a benchmark. LVMH could offer similar rates for key products like Louis Vuitton or Dior fragrances.

1. \*\*Introduce Tiered Rewards\*\*:

* Mirror NARS’ tiered system (e.g., $80 for $5,000 sales) to motivate higher performance among beauty advisors.

1. \*\*Bundle Promotions\*\*:

* Replicate Diptyque’s strategy (e.g., $5 per candle/diffuser sold) for home fragrance lines like Maison Francis Kurkdjian.

4. **Leverage Testers**:

* Adopt Hermes’ tactic of offering testers as rewards (e.g., 1 tester per 10 units sold) to incentivize staff and promote new launches.

5. **Clarify Promotion Terms**:

* Avoid ambiguity seen in Diptyque’s promotion (e.g., one SKU with $0 incentive). Ensure all terms are consistent and transparent.

6. **Target High-Value Categories**:

* Focus on high-margin categories (e.g., Hermes’ $50 voucher for 100ml fragrances) to drive premium sales.

**Evidence**: Competitors like Hermes and Acqua Di Parma use testers and cash incentives to boost staff engagement, while tiered structures (NARS) and bundle thresholds (CK) cater to diverse customer segments.

# Source Images

The following source images were analyzed for this report and are directly embedded below.

### Image 1: 27c9a22f-adb2-4807-a67b-a5f3151a8a56-Fragrance Multibrand - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 2: 28ec3ed4-e6ec-44b1-b7da-ac9dea1a0961-Drunk Elephant - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 3: 2fe21471-8aa9-4a60-8483-84f7c3bf4551-Cartier - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 4: 417b38e5-5174-4cac-a6b5-8055e652ab57-Nars - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 5: 4fbf4f7a-a0cf-4a78-b5dc-db9870f5a327-Lancaster - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 6: 61a01bcd-b65d-4312-91e3-d25da8686311-Acqua Di Parma - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 7: ba478a56-ef03-428e-b433-2324ae3f3192-Fragrance Burberry, Guccicos - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 8: c347b425-4f28-43b1-bd28-9544b6f48be5-Diptyque - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 9: c97e25e3-c82d-469f-9dac-bae81ed0ba03-CK, Chloe, Kylie - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 10: cd962642-55b6-40c5-9c47-d8f9dbd2d60b-Hermes Beauty - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 11: cf29c367-7ebf-4375-bbbe-5810fd97b5e9-Holiday - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 12: d4586f32-60e7-4eac-8cd5-bc0385a33c1f-Hermes - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

A file with all embedded source images has been created at: /Users/jovin/lvmh-competitor-analysis/uploads/1690ffcf-c270-4e17-b3e4-1de368f4b840/embedded\_images.html