Exploring Luxury Brand Sentiment

Q1 2024

KERING

LVMH

A comparative study of LVMH and Kering F&LG creative direction through Twitter (X) sentiment analysis

LVMH   Kering

	Sentiment (+-)	
1.00	0.00	1.00

Bottega Veneta — Loewe

Gucci — Fendi

Saint Laurent — Louis Vuitton

Christian Dior

Kenzo — Alexander McQueen

Marc Jacobs — Balenciaga
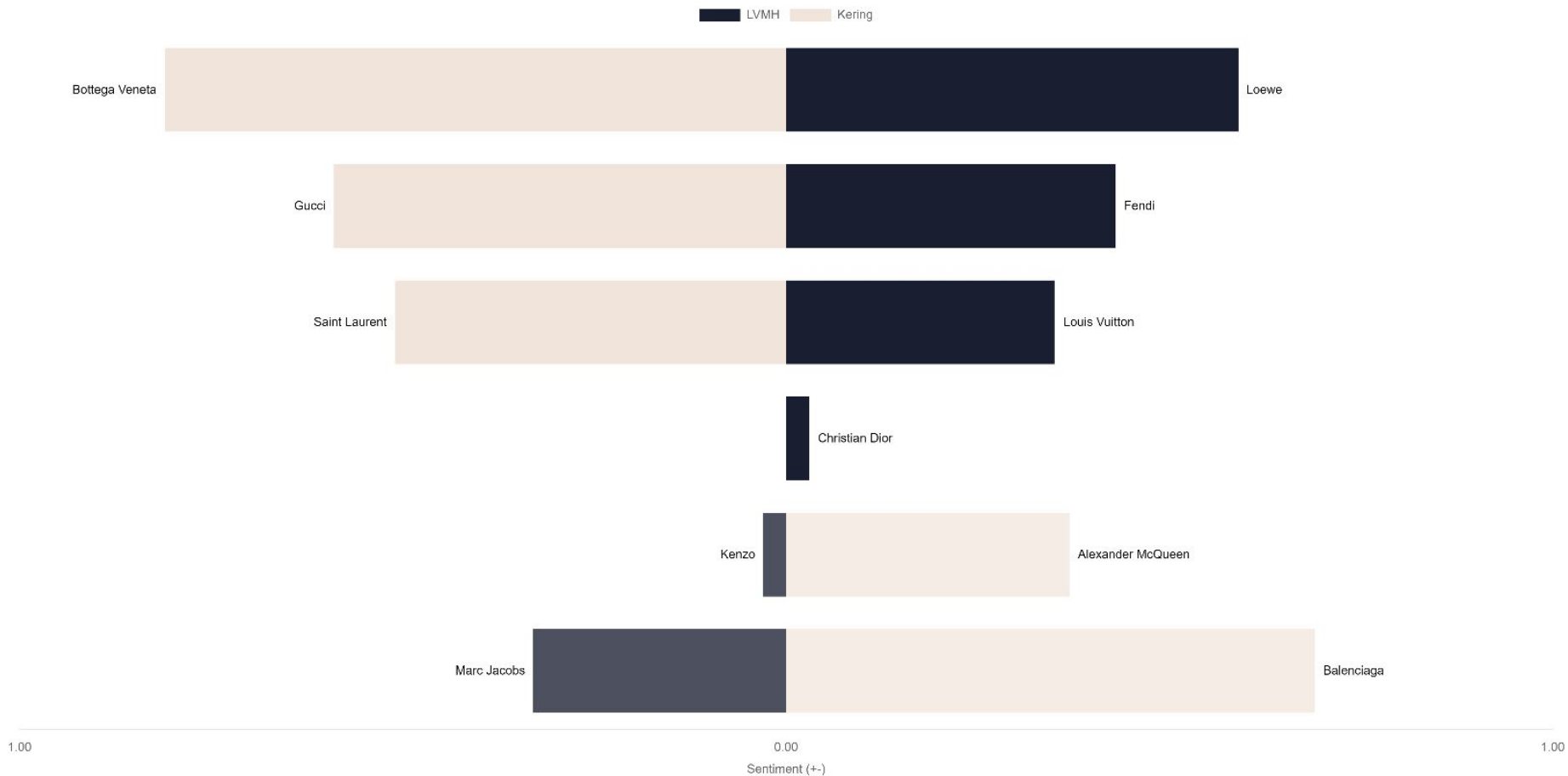
*Note:* Due to insufficient data, some houses have been omitted (Givenchy, Celine, Patou, Pucci)
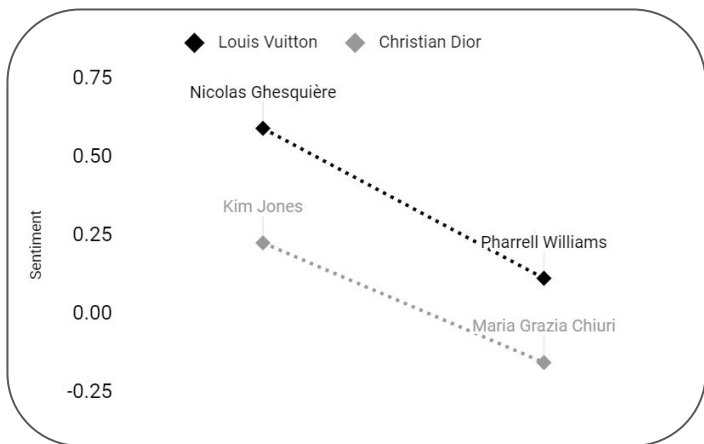
Louis Vuitton & Christian Dior

➢ Divergent sentiments between respective Male/Female collections
➢ Is Q1 organic growth more attributable to Ghesquière/Jones than Pharrell/Chiuri?

Loewe

➢ Consistently highest sentiment score for new collections across all Maisons
➢ JW Anderson's sustained runway success should become a benchmark for other brands
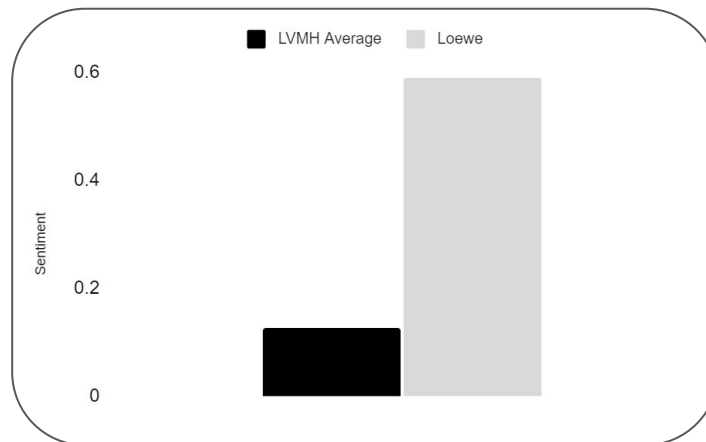
LVMH

**LVMH Is Considering Options for Marc
Jacobs Amid Buyer Interest, Sources
Say**

LVMH

Gucci

Q1 24 Retail

-19%

➤ Strength of artistic offering remains intact
➤ Is Q1 retail revenue decline a sign of limited wearability?

"New collections ramping up...representing less than 7% of sales on average in Q1"
(Kering)

Bottega Veneta

Q1 24 Retail

+9%

➤ Highest sentiment score across all brands
➤ Desirability driving strong Q1 retail performance despite macro slowdown
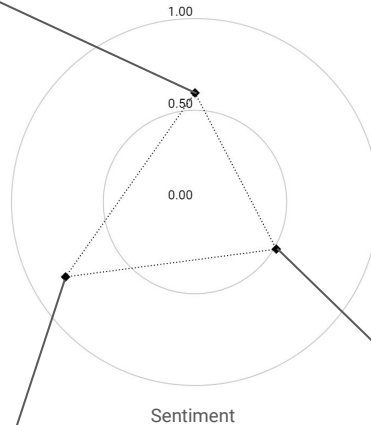
Q1 24 Revenue

-2%

Saint Laurent

Q1 24 Retail

-4%

➤ Possibility that brand perception has been positively impacted by ongoing wholesale downsizing strategy

Q1 24 Wholesale

-25%

1.00
0.50
0.00

Sentiment

KERING

WE WOULD LIKE TO ADDRESS THE CONTROVERSIES SURROUNDING OUR RECENT AD CAMPAIGNS. WE STRONGLY CONDEMN CHILD ABUSE; IT WAS NEVER OUR INTENT TO INCLUDE IT IN OUR NARRATIVE. THE TWO SEPARATE AD CAMPAIGNS IN QUESTION REFLECT A SERIES OF GRIEVOUS ERRORS FOR WHICH BALENCIAGA TAKES RESPONSIBILITY.

THE FIRST CAMPAIGN, THE GIFT COLLECTION CAMPAIGN, FEATURED CHILDREN WITH PLUSH BEAR BAGS DRESSED IN WHAT SOME HAVE LABELLED BDSM-INSPIRED OUTFITS. OUR PLUSH BEAR BAGS AND THE GIFT COLLECTION SHOULD NOT HAVE BEEN FEATURED WITH CHILDREN. THIS WAS A WRONG CHOICE BY BALENCIAGA, COMBINED WITH OUR FAILURE IN ASSESSING AND VALIDATING IMAGES. THE RESPONSIBILITY FOR THIS LIES WITH BALENCIAGA ALONE.

THE SECOND, SEPARATE CAMPAIGN FOR SPRING 2023, WHICH WAS MEANT TO REPLICATE A BUSI-NESS OFFICE ENVIRONMENT, INCLUDED A PHOTO WITH A PAGE IN THE BACKGROUND FROM A SU-PREME COURT RULING 'UNITED STATES V. WILLIAMS' 2008 WHICH CONFIRMS AS ILLEGAL AND NOT PROTECTED BY FREEDOM OF SPEECH THE PROMOTION OF CHILD PORNOGRAPHY. ALL THE ITEMS INCLUDED IN THIS SHOOTING WERE PROVIDED BY THIRD PARTIES THAT CONFIRMED IN WRITING THAT THESE PROPS WERE FAKE OFFICE DOCUMENTS. THEY TURNED OUT TO BE REALLEGAL PAPERS MOST LIKELY COMING FROM THE FILMING OF A TELEVISION DRAMA. THE INCLUSION OF THESE UNAPPROVED DOCUMENTS WAS THE RESULT OF RECKLESS NEGLIGENCE FOR WHICH BALENCIAGA HAS FILED A COMPLAINT. WE TAKE FULL ACCOUNTABILITY FOR OUR LACK OF OVERSIGHT AND CONTROL OF THE DOCUMENTS IN THE BACKGROUND AND WE COULD HAVE DONE THINGS DIFFERENTLY.

WHILE INTERNAL AND EXTERNAL INVESTIGATIONS ARE ONGOING, WE ARE TAKING THE FOLLOWING ACTIONS:

– WE ARE CLOSELY REVISING OUR ORGANIZATION AND COLLECTIVE WAYS OF WORKING.
– WE ARE REINFORCING THE STRUCTURES AROUND OUR CREATIVE PROCESSES AND VALIDATION STEPS. WE WANT TO ENSURE THAT NEW CONTROLS MARK A PIVOT AND WILL PREVENT THIS FROM HAPPENING AGAIN.
- WE ARE LAYING THE GROUNDWORK WITH ORGANIZATIONS WHO SPECIALIZE IN CHILD PROTECTION AND AIMS AT ENDING CHILD ABUSE AND EXPLOITATION.

WE WANT TO LEARN FROM OUR MISTAKES AND IDENTIFY WAYS WE CAN CONTRIBUTE.
BALENCIAGA REITERATES ITS SINCERE APOLOGIES FOR THE OFFENSE WE HAVE CAUSED AND EXTENDS ITS APOLOGIES TO TALENTS AND PARTNERS.

KERING

All data collected from tweets posted in English from
January 1, 2024 to April 30, 2024 containing keywords
[brand] + [creative director]

Sentiment analysis in Python using roBERTa NLP model

Ventes du 1er trimestre 2024 (*LVMH*)
First-quarter 2024 revenue (*Kering*)
LVMH Is Said to Mull Options for Marc Jacobs Amid Buyer Interest (*Bloomberg*)
Balenciaga Addresses Controversial Ad Campaign (*New York Post*)