



The Next Chapter of Chaumet in China

A Strategic Growth Framework for the Next Generation of Luxury Clients

China as the Growth Engine

China remains critical for luxury jewellery, while consumer motivations are undergoing structural change.

USD 8.9B

China luxury jewellery revenue estimate, 2025

-55%

Marriage registrations 2013 → 2024

60% / 37%

Female share of China luxury goods market /
self-wear share of jewellery retailer sales

77.3%

Laopu Gold customer overlap with Louis Vuitton,
Hermès, Cartier, Bvlgari, and Tiffany & Co.
shoppers



Heritage Meets a New Consumer Era

Chaumet Today

46 boutiques across Greater China

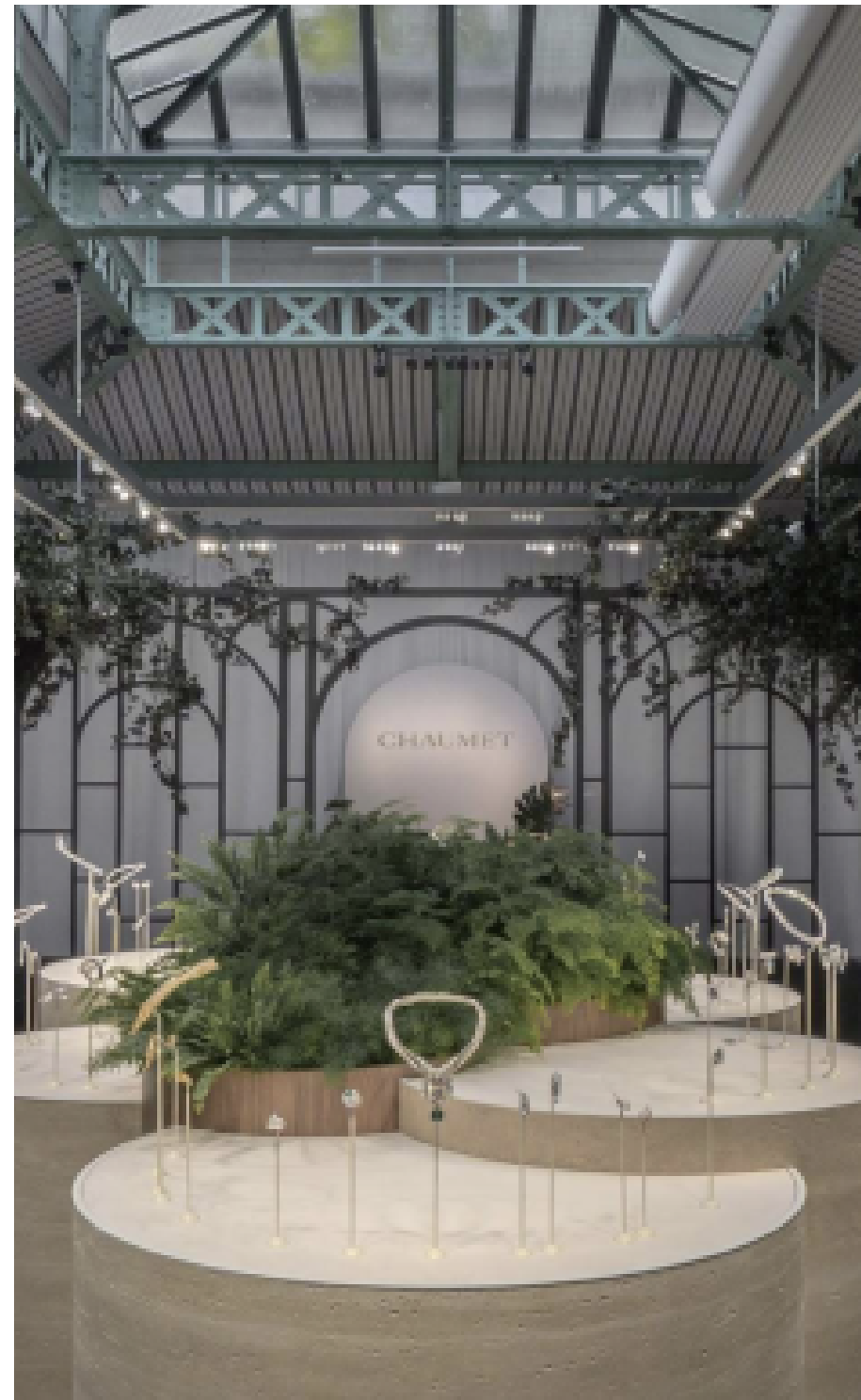
31 boutiques in Mainland China across 19 cities

~1/4 of Chaumet's global retail network

Concentrated in China's leading luxury markets

Digital Expansion

Tmall Luxury Pavilion flagship launched in 2024



Market Opportunity

Social Media Drives Luxury Consumption

KOL ecosystems have become key drivers of discovery, trust, and purchase consideration.

Heritage Requires Cultural Relevance

Consumers engage most strongly with narratives adapted to contemporary Chinese culture.

Emerging Cities Are Fueling Growth

Cities such as Hangzhou, Chengdu, Chongqing, and Nanjing are becoming important luxury growth markets beyond traditional tier-one hubs.

Self-Definition as a Global Narrative

Self-reward and self-expression are increasingly replacing traditional gifting and romance-led purchase occasions.

Jewellery becomes a symbol of personal achievement, self-recognition, and individual expression rather than solely romantic milestones.



尚美时刻 | 李冰冰的自信风采



尚美时刻 | 以实力超越自我



尚美时刻 | 加冕瞩目自我

Chaumet's Self-Definition Narrative

Building Lifetime Client Value

Different segments require different engagement models, but all contribute to a long-term client development journey.



Expressive Gen Z

Target Population: 8–12 million

Age: 20–30

Location: Tier 1 & Emerging Tier 2 Cities

Occupation:

Emerging Professionals in Marketing, Media,
Technology & Creative Industries

Spending Range: €1,000–€5,000

Purchase Motivation:

Self-expression, milestone celebration, lifestyle
participation

Decision Drivers:

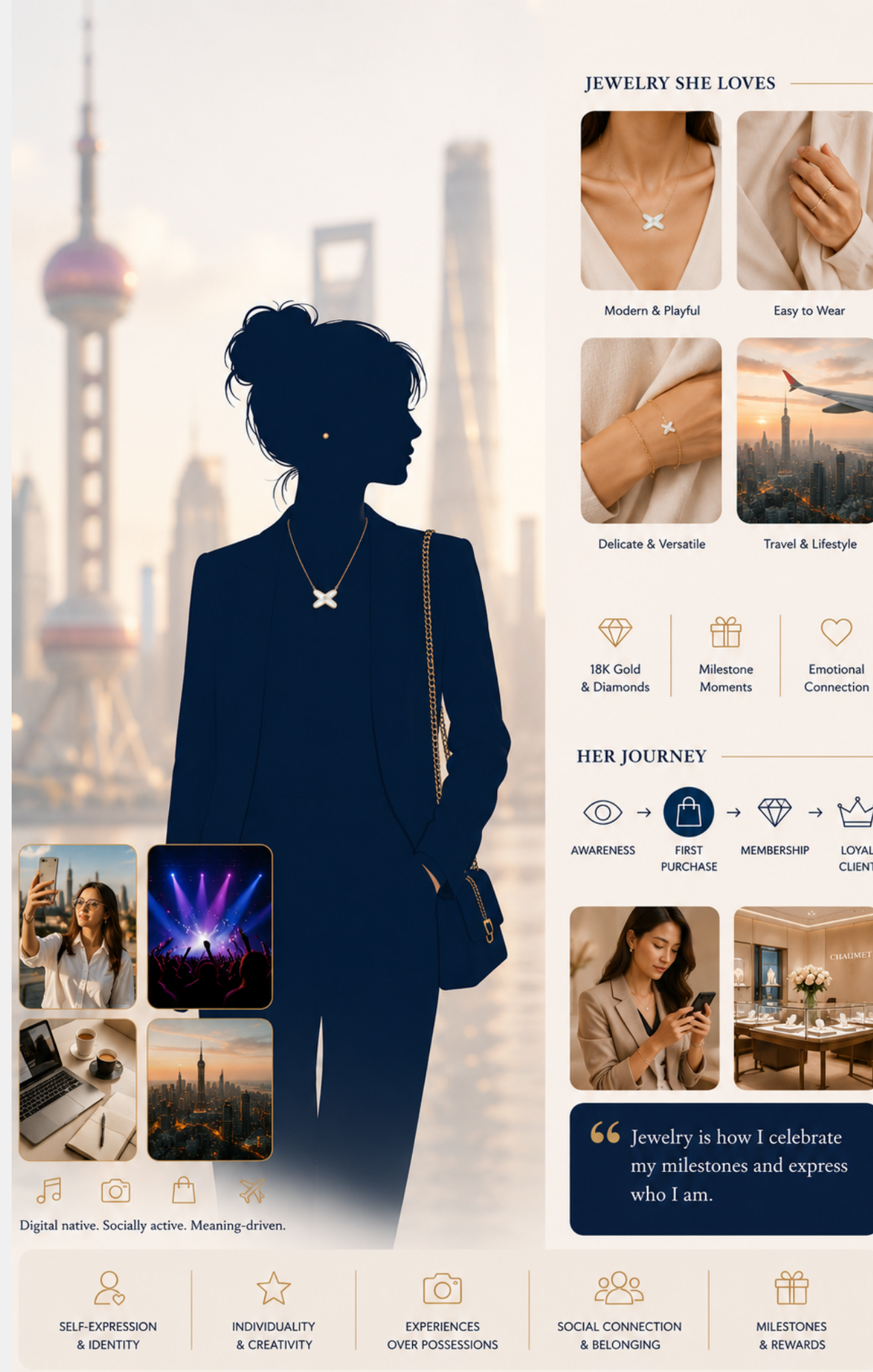
Aesthetic Appeal, Symbolic Meaning, Trend
Relevance, Social Influence

Key Channels:

Social Media, KOLs, Celebrity Ambassadors, Travel
Retail

Journey Stage:

First Purchase



Hero Product



Bee de Chaumet

Liens

Competitive Landscape

qeelin

老鋪黃金
LAOPU GOLD

TIFFANY & CO.

VC A
Van Cleef & Arpels

Career Millennial

Target Population: 4–6 million

Age: 30–40

Location: Tier 1 Cities

Occupation:

Senior Professionals in Finance, Technology,
Consulting & Creative Industries

Spending Range: €5,000–€20,000

Purchase Motivation:

Self-achievement, personal milestones, refined
lifestyle expression

Decision Drivers:

Heritage & Craftsmanship, Symbolic Depth, Cultural
Relevance, Identity Resonance

Key Channels:

Brand Boutiques, Private Client Events, Curated
Social Content, Peer Recommendation

Journey Stage:

Membership



Hero Product



Bee de Chaumet

Joséphine

Competitive Landscape



Milestone Woman

Target Population: 50–150 thousand

Age: 40–55+

Location: Tier 1 Cities & International Destinations

Occupation:

Entrepreneurs, Senior Executives, Family Office

Principals & Cultural Patrons

Spending Range: €20,000–€50,000+

Purchase Motivation:

Legacy Building, Family Milestones, Emotional

Continuity, Meaningful Collecting

Decision Drivers:

Heritage & Craftsmanship, Exclusivity, Personal

Recognition, Trust & Discretion

Key Channels:

Dedicated Client Advisors, Private Events, Personal

Referrals, VIP Experiences

Journey Stage:

Loyal Client



JEWELRY SHE LOVES

- Timeless & Iconic
- Graceful & Majestic
- Meaningful & Extraordinary
- Enduring & Precious

HER JOURNEY

AWARENESS → FIRST PURCHASE → MEMBERSHIP → LOYAL CLIENT

Intimate moments with family & close friends

Well-travelled, cultured & curious

Values tradition, purpose & impact

Supports art, culture & philanthropy

Refined. Discerning. Timeless.

FAMILY & LEGACY ORIENTED

TIMELESS ELEGANCE

CULTURAL & SOCIAL INFLUENCE

MEANINGFUL CONNECTIONS

QUALITY OVER EVERYTHING

“Jewelry is the legacy I leave behind and the memories I carry forward.”

Hero Product



Competitive Landscape

Cartier

BOUCHERON
PARIS

G R A F F

Van Cleef & Arpels

Celebrity as an Engine of Awareness and Demand

Expressive Gen Z

Wang Anyu



Career Millennial

Xin Zhilei



Milestone Woman

Guo Jingjing



From Awareness to Long-Term Value

Phase 1 | Foundation

- Ambassador Launch
- Shanghai Exhibition
- KOL Activation

Phase 2 | Conversion

- Exhibition Expansion
- Heritage Masterclass
- VIC Programme Launch

Phase 3 | Institutionalisation

- Permanent Exhibition
- Full VIC Tiering
- Relationship Deepening

Success Metrics

Brand	Client	Financial
Top 3 Recall	+40% VIC Growth	3× LTV/CAC
Organic Mentions	Self-Purchase >35%	Higher Retention
Cultural Visibility	CRM Growth	Revenue Growth



Turning female self-purchase into lifetime loyalty in China

Defining the Next Chapter of Chaumet



Reposition

Own earned female distinction



Recruit

Make entry jewellery the first step
of lifetime client development



Retain

Build loyalty through recognition,
access and belonging

*In China's next chapter of luxury consumption,
heritage will remain the foundation,
but relevance will define growth.*