

## Luxury Brand Purchase & Awareness

Every quarter over 1,000 luxury consumers are asked about their purchase and brand awareness of these brands. Subscribers to Unity Marketing's *Luxury Tracking Study* can add their brands and their top competitors' brands to this survey.

### **Art Brands:**

Crescent  
Larson Juhl  
Museum Glass  
Nielsen Bainbridge  
TruVue

### **Sculpture Brands:**

Baccarat  
Daum  
Herend  
Lalique  
Lladro  
Steuben

### **Art and Custom Framing Retailers:**

Christies  
Deck the Walls  
Ebay  
Great Frame Up  
Hobby Lobby  
JoAnn's  
Michaels  
Sothebys

### **Electronics Retailers:**

Best Buy  
Circuit City  
Magnolia

### **Electronics Brands:**

Apple  
Bose  
Dell  
Gateway  
Panasonic  
Samsung  
Sony

### **Fashion and Fashion Accessories**

#### **Brands:**

Alexander McQueen  
Armani  
Balenciaga  
Bottega Veneta  
Bulgari  
Burberry  
Chanel  
Chloe  
Christian Dior  
Coach  
Dolce & Gabbana  
Fendi  
Ferragamo  
Gucci  
Hermes  
Jimmy Choo  
Louis Vuitton  
Marc Jacobs  
Michael Kors  
Roberto Cavalli  
Sergio Ross  
Stella McCartney  
Valentino  
Versace  
Yves Saint Laurent

### **Mattress Brands:**

Sealy  
Serta  
Simmons  
Stearns & Foster  
Select Comfort/Sleep Number Bed  
TempurPedic

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### **Tabletop:**

Anna Weatherly  
Baccarat  
Bernardaud  
Christofle  
Haviland  
Herend  
Lalique  
Lenox  
Lladro  
Riedel  
Swarovski  
Waterford  
Wedgwood

### **Automobile Brands:**

Acura  
Audi  
BMW  
Cadillac  
Infiniti  
Jaguar  
Land Rover  
Lexus  
Lincoln  
Mercedes  
Porsche  
Saab  
Volvo

### **Luxury Jewelry:**

Bacarrat  
Bailey, Banks & Biddle  
Bulgari  
Cartier  
David Yurman  
DeBeers  
Di Modolo  
Diamiani  
Fope  
Gucci  
H Stern  
Harry Winston

Judith Ripka  
Lalique  
Mikimoto  
Robert Lee Morris  
Roberto Coin  
Scott Kay  
Swarovski  
Tiffany  
Van Cleef & Arpels  
Yvel

### **Watch Brands:**

Breguet  
Cartier  
Chopard  
Citizen  
David Yurman  
Ebel  
JaegerLeCoultre  
Movado  
Omega  
Patek Philippe  
Raymond Weil  
Rolex  
TAG Heuer  
Wittnauer

### **Luxury Department Store Retail:**

Barneys New York  
Bergdorf Goodman  
Bloomingdales  
Dillards  
Lord & Taylor  
Macy's  
Marshall Fields  
Neiman Marcus  
Nordstroms  
Saks Fifth Ave

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### **Magazines:**

Architectural Digest

Bon Appetit

Cargo

Conde Nast Traveler

Departures

Domino

Elle

Elle Decor

Food & Wine

Glamour

Gourmet

GQ

Harper's Bazaar

House & Garden

House Beautiful

InStyle

Lucky

Marie Claire

Martha Stewart Living

New Yorker

Oprah

People

Real Simple

Robb Report

Self

Southern Accents

Town & Country

Traditional Home

Travel & Leisure

Vanity Fair

Veranda

Vogue

W