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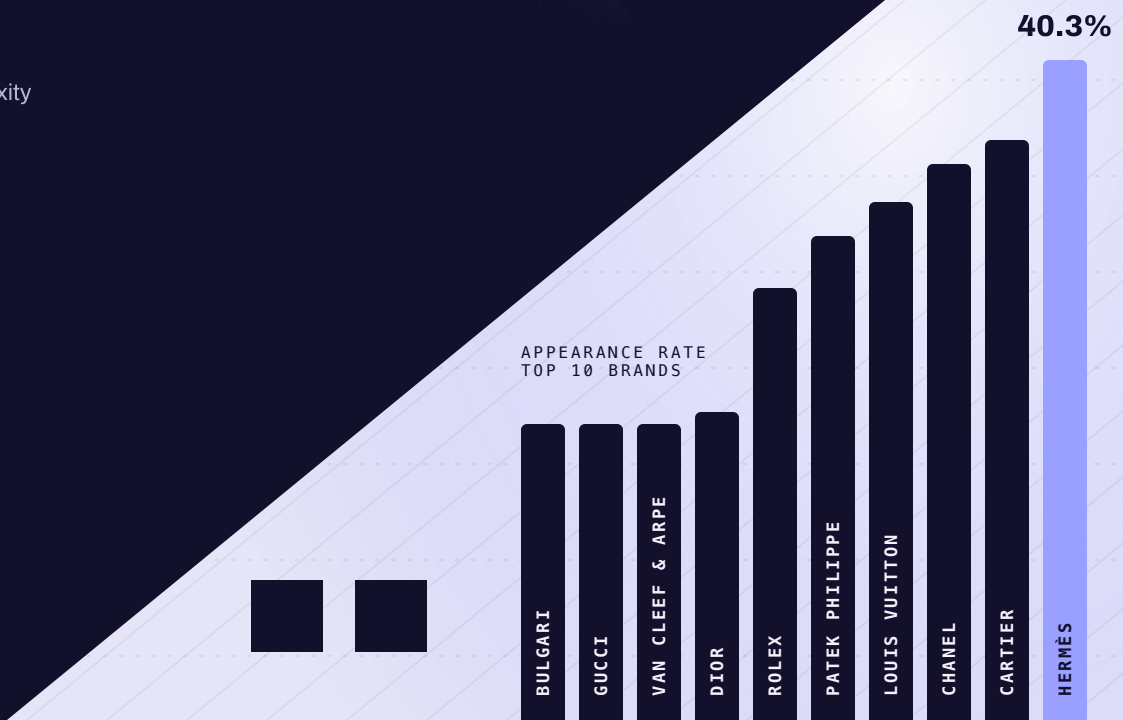
AI LUXURY 25 INDEX 2.0

Which luxury brands AI engines name
288 AI answers · November 5, 2026

Measured :
November 5, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 37 Google AI Overviews

Prepared by :
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AT A GLANCE

No sole leader is established. Four others are within the margin of Hermès.

Hermès: 116/288 returned four-engine answers (40.3%; 95% interval 34.8–46.0%). Three or more leading intervals overlap; no sole leader is established.

> Version 2. This version replaces the first version of this study, first published June 28, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

40.3%
of answers named Hermès, the most-named (116 of 288)

25
tracked brands named at least once (of 25)

71.2%
of Google searches showed an AI Overview (37 of 52)

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Hermès

Hermès: 116/288 returned four-engine answers (40.3%; 95% interval 34.8–46.0%). Three or more leading intervals overlap; no sole leader is established.

NAMED FIRST

84/288 (29.2%)

Hermès was the first brand named in 84 of 288 answers, more than any other tracked brand. Its average first position was 2.1.

OWN-SITE CITATIONS

3/286 (1.0%)

Louis Vuitton and Gucci had their own sites cited most, each in 3 of 286 grounded answers. Hermès had 2; Chanel, Tiffany & Co., Prada, Aman, Brunello Cucinelli and Saint Laurent had 1 each. The other 16 had 0.

AIO TRIGGER

37/52 (71.2%)

Google AI Overviews appeared on 37 of 52 searches (CI 57.7–81.7%). On the other 15, no overview was shown.

AIO LEADER

15/37 (40.5%)

Hermès was the brand named most often in AI Overviews, at 15 of 37, followed by Chanel at 13 of 37 (35.1%). In the four-engine set, Hermès was named in 116 of 288 answers (40.3%).

TOP DOMAIN

36/286 (12.6%)

en.wikipedia.org was cited in 36 of 286 grounded four-engine answers, with 51 of 2,370 citations (2.2%). investedluxury.com had fewer citations (43) but appeared in more answers: 43 of 286 (15%).

THE LEADERBOARD

02 Which brands AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	Hermès	40.3%	116/288
2	Cartier	35.4%	102/288
3	Chanel	34.0%	98/288
4	Louis Vuitton	31.6%	91/288
5	Patek Philippe	29.5%	85/288
6	Rolex	26.4%	76/288
7	Dior	18.8%	54/288
8	Bulgari	18.1%	52/288
9	Gucci	18.1%	52/288
10	Van Cleef & Arpels	18.1%	52/288
11	Bottega Veneta	17.0%	49/288
12	Vacheron Constantin	16.7%	48/288
13	Tiffany & Co.	16.3%	47/288
14	Audemars Piguet	15.3%	44/288
15	Prada	14.9%	43/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 286 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,370 citations. Question 11 names Hermès and Chanel; Question 12 names Rolex and Patek Philippe, so those counts include up to 12 answers each that name them by design. Removing 2 Core questions naming tracked subjects leaves 264 eligible answers. Hermès (104/264) stays ahead of Cartier (102/264); the order does not change.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Hermès	116/288	40.3%	34.8–46%	2.1	0.7% (2/286)	0.1%
2	Cartier	102/288	35.4%	30.1–41.1%	3.6	0% (0/286)	0%
3	Chanel	98/288	34%	28.8–39.7%	2.8	0.3% (1/286)	0%
4	Louis Vuitton	91/288	31.6%	26.5–37.2%	3	1% (3/286)	0.1%
5	Patek Philippe	85/288	29.5%	24.5–35%	2.4	0% (0/286)	0%
6	Rolex	76/288	26.4%	21.6–31.8%	2.9	0% (0/286)	0%
7	Dior	54/288	18.8%	14.7–23.7%	4.9	0% (0/286)	0%
8	Bulgari	52/288	18.1%	14–22.9%	4.1	0% (0/286)	0%
9	Gucci	52/288	18.1%	14–22.9%	4.9	1% (3/286)	0.1%
10	Van Cleef & Arpels	52/288	18.1%	14–22.9%	4.2	0% (0/286)	0%
11	Bottega Veneta	49/288	17%	13.1–21.8%	6.3	0% (0/286)	0%
12	Vacheron Constantin	48/288	16.7%	12.8–21.4%	4.2	0% (0/286)	0%
13	Tiffany & Co.	47/288	16.3%	12.5–21%	3.4	0.3% (1/286)	0%
14	Audemars Piguet	44/288	15.3%	11.6–19.9%	3.3	0% (0/286)	0%
15	Prada	43/288	14.9%	11.3–19.5%	5.6	0.3% (1/286)	0%
16	A. Lange & Söhne	35/288	12.2%	8.9–16.4%	4.5	0% (0/286)	0%
17	Aman	35/288	12.2%	8.9–16.4%	1.3	0.3% (1/286)	0%
18	Saint Laurent	35/288	12.2%	8.9–16.4%	5.9	0.3% (1/286)	0%
19	The Row	34/288	11.8%	8.6–16%	4.3	0% (0/286)	0%
20	Loro Piana	32/288	11.1%	8–15.3%	2.7	0% (0/286)	0%
21	Brunello Cucinelli	30/288	10.4%	7.4–14.5%	3.5	0.3% (1/286)	0%
22	Ferrari	25/288	8.7%	5.9–12.5%	4	0% (0/286)	0%
23	Bentley	15/288	5.2%	3.2–8.4%	1.8	0% (0/286)	0%
24	Balenciaga	14/288	4.9%	2.9–8%	8.1	0% (0/286)	0%
25	Rolls-Royce	13/288	4.5%	2.7–7.6%	1.9	0% (0/286)	0%

02

THE LEADERBOARD

Question group: Fashion and leather goods

60 returned four-engine answers to this group's 5 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Chanel**	60/60	100.0%	94.0–100.0%	0
2	**Hermès**	60/60	100.0%	94.0–100.0%	60
3	**Louis Vuitton**	48/60	80.0%	68.2–88.2%	0
4	**Dior**	43/60	71.7%	59.2–81.5%	0
5	**Gucci**	36/60	60.0%	47.4–71.4%	0
6	**Bottega Veneta**	29/60	48.3%	36.2–60.7%	0
7	**Prada**	27/60	45.0%	33.1–57.5%	0
8	**Saint Laurent**	21/60	35.0%	24.2–47.6%	0
9	**Balenciaga**	13/60	21.7%	13.1–33.6%	0

02 THE LEADERBOARD

Question group: Watches

60 returned four-engine answers to this group's 5 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Patek Philippe**	53/60	88.3%	77.8–94.2%	29
2	**Rolex**	46/60	76.7%	64.6–85.6%	23
3	**Vacheron Constantin**	37/60	61.7%	49.0–72.9%	0
4	**A. Lange & Söhne**	34/60	56.7%	44.1–68.4%	1
5	**Audemars Piguet**	28/60	46.7%	34.6–59.1%	0

02

THE LEADERBOARD

Question group: Fine jewelry

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Cartier**	36/36	100.0%	90.4–100.0%	24
2	**Tiffany & Co.**	36/36	100.0%	90.4–100.0%	12
3	**Van Cleef & Arpels**	35/36	97.2%	85.8–99.5%	0
4	**Bulgari**	33/36	91.7%	78.2–97.1%	0

02

THE LEADERBOARD

Question group: Luxury automobiles

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Ferrari**	17/24	70.8%	50.8–85.1%	8
2	**Bentley**	15/24	62.5%	42.7–78.8%	6
3	**Rolls-Royce**	9/24	37.5%	21.2–57.3%	5

02 THE LEADERBOARD

Question group: Luxury hotels

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Aman**	35/36	97.2%	85.8–99.5%	35

02 THE LEADERBOARD

Question group: Quiet luxury apparel

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Brunello Cucinelli**	24/24	100.0%	86.2–100.0%	1
2	**Loro Piana**	24/24	100.0%	86.2–100.0%	18
3	**The Row**	15/24	62.5%	42.7–78.8%	5

02 THE LEADERBOARD

Question group: Cross-category

48 returned four-engine answers to this group's 4 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Hermès	44/48	91.7%	80.4–96.7%	24
2	Louis Vuitton	38/48	79.2%	65.7–88.3%	12
3	Chanel	32/48	66.7%	52.5–78.3%	1
4	Patek Philippe	31/48	64.6%	50.4–76.6%	1
5	Cartier	28/48	58.3%	44.3–71.2%	0
6	Rolex	27/48	56.3%	42.3–69.3%	7
7	Van Cleef & Arpels	17/48	35.4%	23.4–49.6%	3
8	Audemars Piguet	16/48	33.3%	21.7–47.5%	0
9	Gucci	16/48	33.3%	21.7–47.5%	0
10	Prada	16/48	33.3%	21.7–47.5%	0
11	Saint Laurent	14/48	29.2%	18.2–43.2%	0
12	Bottega Veneta	13/48	27.1%	16.6–41.0%	0
13	Tiffany & Co.	10/48	20.8%	11.7–34.3%	0
14	Vacheron Constantin	10/48	20.8%	11.7–34.3%	0
15	Dior	9/48	18.8%	10.2–31.9%	0
16	Ferrari	8/48	16.7%	8.7–29.6%	0
17	The Row	6/48	12.5%	5.9–24.7%	0
18	Bulgari	5/48	10.4%	4.5–22.2%	0
19	Loro Piana	5/48	10.4%	4.5–22.2%	0
20	Brunello Cucinelli	3/48	6.3%	2.1–16.8%	0
21	Rolls-Royce	2/48	4.2%	1.2–14.0%	0
22	A. Lange & Söhne	1/48	2.1%	0.4–10.9%	0
23	Balenciaga	1/48	2.1%	0.4–10.9%	0
24	Aman	0/48	0.0%	0.0–7.4%	0
25	Bentley	0/48	0.0%	0.0–7.4%	0

PROFILES

03 The top eight, side by side

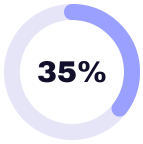


RANK 1

Hermès

116/288 answers · 95% CI 34.8–46%

2.1	0.7%	0.1%
first-mention position	owned-domain citation (2/286)	citation share

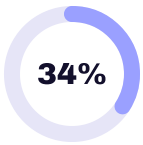


RANK 2

Cartier

102/288 answers · 95% CI 30.1–41.1%

3.6	0%	0%
first-mention position	owned-domain citation (0/286)	citation share

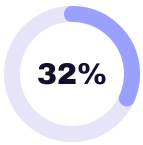


RANK 3

Chanel

98/288 answers · 95% CI 28.8–39.7%

2.8	0.3%	0%
first-mention position	owned-domain citation (1/286)	citation share



RANK 4

Louis Vuitton

91/288 answers · 95% CI 26.5–37.2%

3	1%	0.1%
first-mention position	owned-domain citation (3/286)	citation share

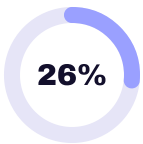


RANK 5

Patek Philippe

85/288 answers · 95% CI 24.5–35%

2.4	0%	0%
first-mention position	owned-domain citation (0/286)	citation share



RANK 6

Rolex

76/288 answers · 95% CI 21.6–31.8%

2.9	0%	0%
first-mention position	owned-domain citation (0/286)	citation share

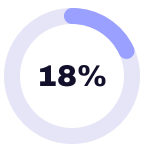


RANK 7

Dior

54/288 answers · 95% CI 14.7–23.7%

4.9	0%	0%
first-mention position	owned-domain citation (0/286)	citation share



RANK 8

Bulgari

52/288 answers · 95% CI 14–22.9%

4.1	0%	0%
first-mention position	owned-domain citation (0/286)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Hermès	**43.1%**
Chanel	**38.9%**
Cartier	**36.1%**
Louis Vuitton	**31.9%**
Rolex	**29.2%**
Patek Philippe	**25%**

Claude

72 ASKED | 72 RETURNED | 70 GROUNDED

Hermès	**43.1%**
Cartier	**37.5%**
Chanel	**34.7%**
Louis Vuitton	**31.9%**
Patek Philippe	**30.6%**
Rolex	**27.8%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Hermès	**34.7%**
Cartier	**33.3%**
Louis Vuitton	**33.3%**
Chanel	**31.9%**
Patek Philippe	**31.9%**
Rolex	**23.6%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Hermès	**40.3%**
Cartier	**34.7%**
Chanel	**30.6%**
Patek Philippe	**30.6%**
Louis Vuitton	**29.2%**
Rolex	**25%**

05 The fifth engine

GOOGLE AI OVERVIEWS

Google AI Overviews were captured through 52 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 37 = 325 answers.



TRIGGER RATE

Google AI Overviews appeared on 37 of 52 searches (71.2%, CI 57.7–81.7%). The other 15 searches showed no overview. Within the 37 overviews, Hermès was named in 15 (40.5%), Chanel was named in 13 (35.1%), Cartier was named in 10 (27%), Louis Vuitton was named in 9 (24.3%). youtube.com was the most-cited source, with 59 citations and an appearance in 28 of 37 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Hermès	40.3%	=
2	Cartier	34.5%	=
3	Chanel	34.2%	=
4	Louis Vuitton	30.8%	=
5	Patek Philippe	27.7%	=
6	Rolex	24.9%	=
7	Gucci	17.8%	▲ 2
8	Dior	17.5%	▼ 1
9	Bottega Veneta	17.5%	▲ 2
10	Bulgari	16.9%	▼ 2

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Hermès 100%

TIED WITH LOUIS VUITTON, CHANEL

Louis Vuitton	100%
Chanel	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Patek Philippe 100%

TIED WITH ROLEX, AUDEMARS PIGUET

Rolex	100%
Audemars Piguet	100%

AI Overview shown on 0 of 3 searches

Q06 · 12 ANSWERS

Bentley 91.7%

Ferrari	83.3%
Rolls-Royce	75%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,370 citations in total. en.wikipedia.org was cited most often, with 51 citations (2.2%) across 36 answers. Next came investedluxury.com (43), whowhatwear.com (43), youtube.com (40), bobswatches.com (37), christies.com (36).

FOUR AI ENGINES · SHARE OF 286 GROUNDED ANSWERS

investedluxury.com	**15%**
whowhatwear.com	**13.3%**
youtube.com	**12.9%**
en.wikipedia.org	**12.6%**
bobswatches.com	**11.5%**
christies.com	**11.2%**
darveys.com	**11.2%**
globalbrandsmagazine.c...	**9.4%**
forbes.com	**9.1%**
vertu.com	**8.4%**

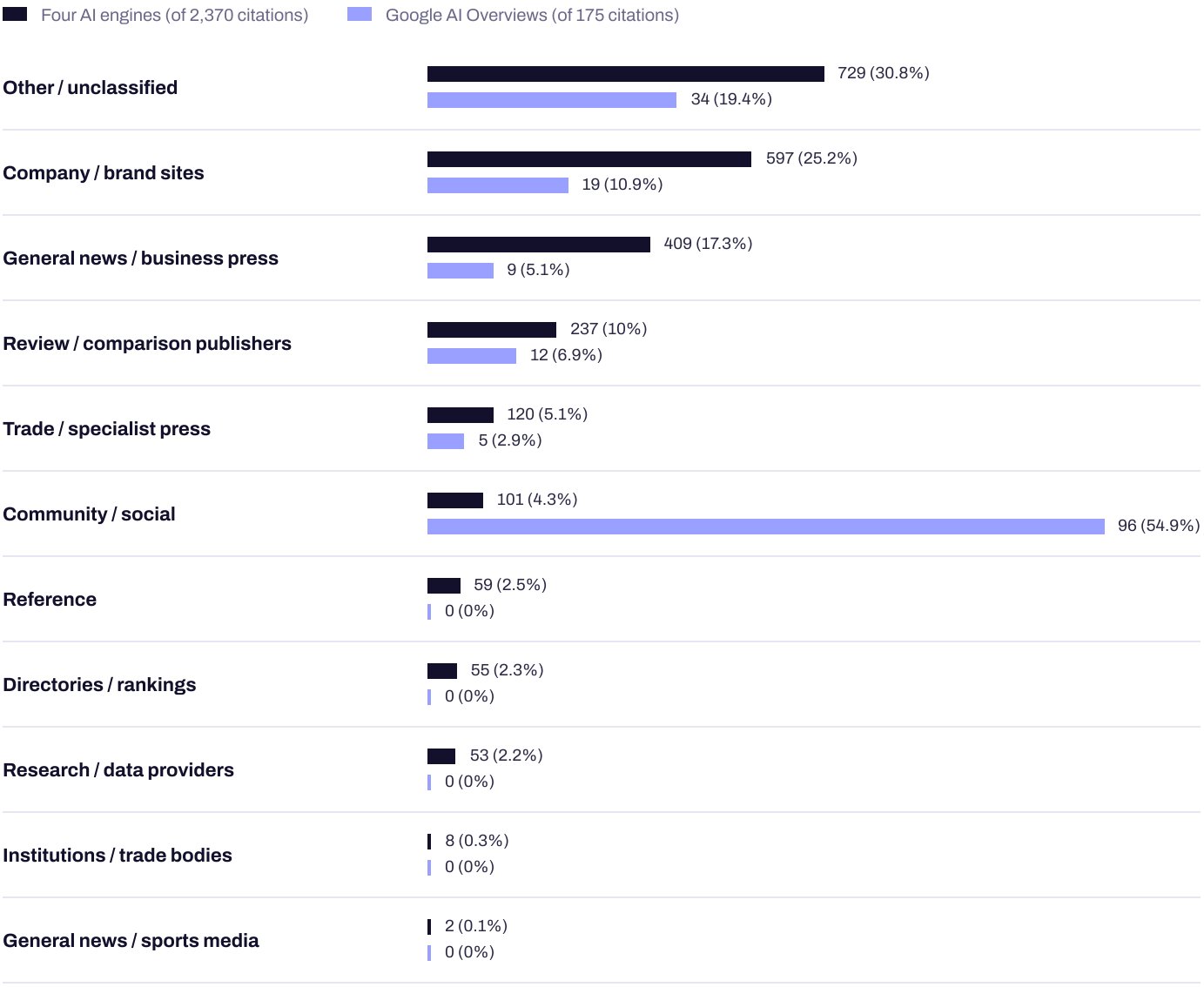
GOOGLE AI OVERVIEWS · SHARE OF 37 OVERVIEWS

youtube.com	**75.7%**
reddit.com	**27%**
instagram.com	**21.6%**
quora.com	**18.9%**
facebook.com	**13.5%**
autonationusa.com	**8.1%**
blucactus.ca	**8.1%**
businessoffashion.com	**8.1%**
caredge.com	**8.1%**
cars.usnews.com	**8.1%**

07 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can luxury brands improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Tiffany & Co.'s own domains were cited in 0.3% of grounded answers, Prada's in 0.3% and Chanel's in 0.3%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were investedluxury.com (in 15.0% of grounded answers), whowhatwear.com (13.3%), youtube.com (12.9%), en.wikipedia.org (12.6%) and bobswatches.com (11.5%). General news and business press supplied 17.3% of citations and review and comparison publishers 10.0%.
Check each engine separately.	ChatGPT named Bottega Veneta in 23.6% of answers against 12.5% on Gemini. Claude named Prada in 19.4% of answers against 9.7% on Perplexity.
Watch names outside the tracked list.	Harry Winston (35 answers), Graff (29 answers), Four Seasons Hotels and Resorts (25 answers), Omega (25 answers), Rosewood Hotels & Resorts (23 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

09 What AI answers

Q1 Which ai luxury 25 brands appear in these AI answers?

Hermès: 116/288 returned four-engine answers (40.3%; 95% interval 34.8–46.0%). Three or more leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

Hermès was the first brand named in 84 of 288 answers, with an average first position of 2.1.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 37 of 52 searches (71.2%, CI 57.7–81.7%). Within those 37 overviews, Hermès was named most often, in 15 (40.5%).

Q4 Which sources do the engines cite?

Across 2,370 four-engine citations, en.wikipedia.org was cited most (51 citations, in 36 of 286 grounded answers), followed by investedluxury.com (43 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	52
questions		runs each		AI engines		answers		Google searches · 37 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 5, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	70
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	52	37 shown	37

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 25 tracked brands are ranked; results are not an exhaustive market ranking.
- Only the tracked brands were scored. Untracked names that appeared often were not scored, including Harry Winston (35 answers), Graff (29 answers), Four Seasons Hotels and Resorts (25 answers), Omega (25 answers), Rosewood Hotels & Resorts (23 answers).
- 340 of 360 planned results were returned. 20 AI Overview lookups were excluded after at most three total attempts.
- 52 successful Google searches: 37 overviews shown; 15 without an overview. Failures are excluded, not scored as zero.
- 2 chat answers had no search sources and are left out of the citation figures.
- Questions 11 and 12 name Hermès, Chanel, Rolex and Patek Philippe, so each of those counts includes up to 12 answers to a question that names it.
- Removing 2 Core questions naming tracked subjects leaves 264 eligible answers. Hermès (104/264) stays ahead of Cartier (102/264); the order does not change.
- Own sites of 16 brands were verified later and recounted. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- Creative director changes since the earlier edition: Chanel (Matthieu Blazy), Dior (Jonathan Anderson), Gucci (Demna), Balenciaga (Pierpaolo Piccioli) and Bottega Veneta (Louise Trotter). Ownership groups (LVMH, Kering, Richemont) are not credited with house mentions. This edition is by 5W Public Relations.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Named appearance is named_4 divided by n_4; own-site citation counts use grounded-answer denominators and are separate measures.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps can answer differently.

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APPENDIX

The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What are the most prestigious luxury fashion houses?	AI Luxury 25 Index 2.0	CORE QUESTION
02	Which luxury handbag brands hold their value best?	AI Luxury 25 Index 2.0	CORE QUESTION
03	What are the best luxury watch brands to buy?	AI Luxury 25 Index 2.0	CORE QUESTION
04	Which watch brands are best for long-term collecting?	AI Luxury 25 Index 2.0	CORE QUESTION
05	What are the most iconic fine jewelry houses?	AI Luxury 25 Index 2.0	CORE QUESTION
06	What are the best luxury car brands?	AI Luxury 25 Index 2.0	CORE QUESTION
07	What are the best ultra-luxury hotel brands in the world?	AI Luxury 25 Index 2.0	CORE QUESTION
08	Which quiet luxury clothing brands are worth buying?	AI Luxury 25 Index 2.0	CORE QUESTION
09	What is the most exclusive luxury brand in the world?	AI Luxury 25 Index 2.0	CORE QUESTION
10	Which luxury brands are best for a first designer purchase?	AI Luxury 25 Index 2.0	CORE QUESTION
11	Hermès vs Chanel: which is the better investment bag?	AI Luxury 25 Index 2.0	CORE QUESTION
12	Rolex vs Patek Philippe: which is better for collectors?	AI Luxury 25 Index 2.0	CORE QUESTION
13	Which luxury fashion houses have the strongest heritage?	AI Luxury 25 Index 2.0	ADDED QUESTION
14	What are the most coveted luxury handbags?	AI Luxury 25 Index 2.0	ADDED QUESTION
15	Which independent watchmakers are most respected?	AI Luxury 25 Index 2.0	ADDED QUESTION
16	What are the best dress watch brands?	AI Luxury 25 Index 2.0	ADDED QUESTION
17	Which jewelry houses make the best engagement rings?	AI Luxury 25 Index 2.0	ADDED QUESTION
18	What are the most valuable high jewelry brands?	AI Luxury 25 Index 2.0	ADDED QUESTION
19	Which luxury car brands hold their value best?	AI Luxury 25 Index 2.0	ADDED QUESTION
20	What are the best luxury resort brands for a honeymoon?	AI Luxury 25 Index 2.0	ADDED QUESTION
21	Which luxury hotel groups have the best service?	AI Luxury 25 Index 2.0	ADDED QUESTION
22	What are the best brands for luxury cashmere?	AI Luxury 25 Index 2.0	ADDED QUESTION
23	Which luxury brands are most popular with collectors?	AI Luxury 25 Index 2.0	ADDED QUESTION
24	Which luxury brands are seen as the most timeless?	AI Luxury 25 Index 2.0	ADDED QUESTION

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