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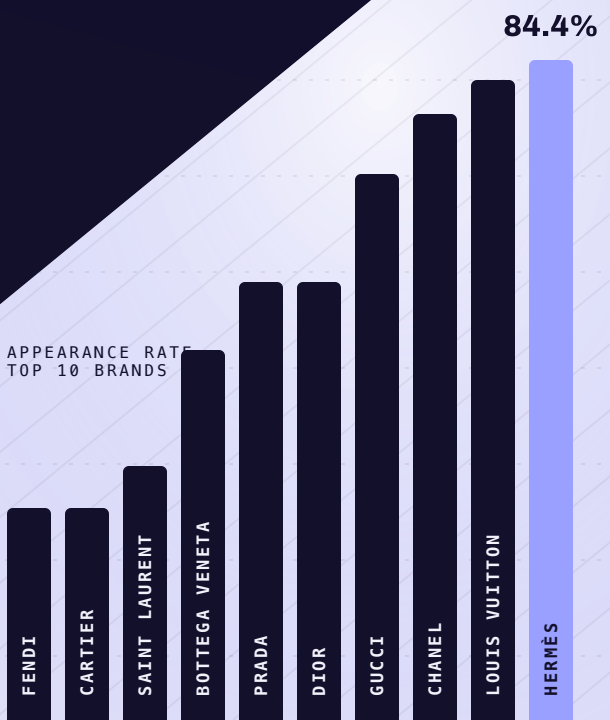
LUXURY HOUSES HOW AI DESCRIBES

Which brands AI engines name
288 AI answers · October 26, 2026

Measured :
October 26, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 65 Google AI Overviews

Prepared by :
5W
5wpr.com



AT A GLANCE

Hermès and Louis Vuitton lead. The two are within the margin of error.

Hermès was named first in 204 of 288 four-engine answers and in 42 of 65 Google AI Overviews. On mentions alone, Hermès (84.4%), Louis Vuitton (81.9%) and Chanel (77.4%) have overlapping intervals and cannot be separated. Of 2,301 four-engine citations, company and brand sites supplied 830 (36.1%), general news and business press 478 (20.8%) and trade and specialist press 207 (9%).

> Version 2. This version replaces the first version of this study, first published May 27, 2026. It uses measured counts, so the two versions are not comparable.

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

84.4%
of answers named Hermès, the most-named (243 of 288)

22
tracked names named at least once (of 22)

90.3%
of Google searches showed an AI Overview (65 of 72)

INSIDE THIS REPORT

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KEY FINDINGS

01 What the data shows

FIRST NAMED

204/288 (70.8%)

Hermès was the first house named in 204 of 288 four-engine answers, with an average first position of 1.4. Louis Vuitton came next with 23 of 288 first mentions, then Gucci with 18, Cartier with 16 and Chanel with 15.

TOP THREE OVERLAP

84.4% / 81.9% / 77.4%

Hermès (243 of 288, CI 79.7–88.1%), Louis Vuitton (236 of 288, CI 77.1–86%) and Chanel (223 of 288, CI 72.3–81.9%) have overlapping intervals. On mention rate the three cannot be told apart.

PRADA AND DIOR

161/288 each

Prada and Dior each appeared in 161 of 288 answers (55.9%, CI 50.1–61.5%). Prada was named first twice. Dior was never named first.

AI OVERVIEWS

65/72 (90.3%)

Google showed an AI Overview for 65 of 72 lookups (90.3%, CI 81.3–95.2%). Hermès appeared in 56 of 65 overviews (86.2%) and Louis Vuitton in 41 of 65 (63.1%).

BRAND-SITE SOURCES

1,789/2,301 (77.7%)

Sites classified as company or brand sites made up 1,789 of 2,301 four-engine citations (77.7%). Hermès' own domain was cited in 13 of 271 grounded answers (4.8%).

ENGINE SPREAD

35/72 vs 7/72

Claude mentioned Saint Laurent in 35 of 72 answers (48.6%). Gemini mentioned it in 7 of 72 (9.7%). Cartier showed a similar gap, with Perplexity at 31 of 72 (43.1%) and Gemini at 6 of 72 (8.3%).

OUTSIDE THE LIST

Rolex 37

Rolex (37), Van Cleef & Arpels (27), Tiffany & Co. (27, plus 25 under 'Tiffany & Co') and Patek Philippe (23) were the most-named brands outside the tracked list. The resellers Rebag (20) and The RealReal (18) also appeared.

GROUNDING

55/72 (76.4%)

Claude gave grounded answers with citations in 55 of 72 cases. ChatGPT, Gemini and Perplexity each did so in 72 of 72, for 271 grounded answers out of 288.

SOURCE MIX

36.1%

Of 2,301 four-engine citations, company and brand sites supplied 830 (36.1%), general news and business press 478 (20.8%) and trade and specialist press 207 (9%).

THE LEADERBOARD

02 Which names 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	84.4%	243/288
2	Louis Vuitton	81.9%	236/288
3	Chanel	77.4%	223/288
4	Gucci	69.8%	201/288
5	Prada	55.9%	161/288
6	Dior	55.9%	161/288
7	Bottega Veneta	47.2%	136/288
8	Saint Laurent	32.6%	94/288
9	Fendi	27.1%	78/288
10	Cartier	27.1%	78/288
11	Goyard	25.0%	72/288
12	Loewe	19.1%	55/288
13	Burberry	18.1%	52/288
14	Loro Piana	16.0%	46/288
15	Celine	14.2%	41/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 271 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,301 citations.

#	NAME	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Hermès	243/288	84.4%	79.7–88.1%	1.4	4.8% (13/271)	0.7%
2	Louis Vuitton	236/288	81.9%	77.1–86%	3.3	1.5% (4/271)	0.2%
3	Chanel	223/288	77.4%	72.3–81.9%	2.9	1.1% (3/271)	0.1%
4	Gucci	201/288	69.8%	64.3–74.8%	5.4	1.5% (4/271)	0.2%
5	Prada	161/288	55.9%	50.1–61.5%	6.3	0% (0/271)	0%
6	Dior	161/288	55.9%	50.1–61.5%	4.9	0.4% (1/271)	0%
7	Bottega Veneta	136/288	47.2%	41.5–53%	5.9	0% (0/271)	0%
8	Saint Laurent	94/288	32.6%	27.5–38.3%	7.3	0% (0/271)	0%
9	Fendi	78/288	27.1%	22.3–32.5%	7	0.4% (1/271)	0%
10	Cartier	78/288	27.1%	22.3–32.5%	3.8	0% (0/271)	0%
11	Goyard	72/288	25%	20.4–30.3%	4.2	0.4% (1/271)	0%
12	Loewe	55/288	19.1%	15–24%	6.2	0% (0/271)	0%
13	Burberry	52/288	18.1%	14–22.9%	6.4	0.4% (1/271)	0%
14	Loro Piana	46/288	16%	12.2–20.6%	4.3	0% (0/271)	0%
15	Celine	41/288	14.2%	10.7–18.7%	7.6	0% (0/271)	0%
16	Balenciaga	40/288	13.9%	10.4–18.4%	6.6	0% (0/271)	0%
17	Brunello Cucinelli	34/288	11.8%	8.6–16%	4.3	0.7% (2/271)	0.1%
18	The Row	28/288	9.7%	6.8–13.7%	6.6	0% (0/271)	0%
19	Valentino	18/288	6.3%	4–9.7%	8.1	0% (0/271)	0%
20	Delvaux	17/288	5.9%	3.7–9.2%	3.6	1.1% (3/271)	0.1%
21	Miu Miu	16/288	5.6%	3.4–8.8%	5.6	0% (0/271)	0%
22	Moynat	15/288	5.2%	3.2–8.4%	4.9	0% (0/271)	0%

PROFILES

03 The top eight, side by side

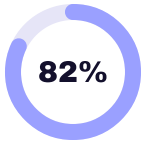


RANK 1

Hermès

243/288 answers · 95% CI 79.7–88.1%

1.4	4.8%	0.7%
first-mention position	owned-domain citation (13/271)	citation share

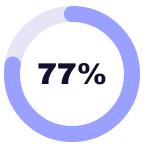


RANK 2

Louis Vuitton

236/288 answers · 95% CI 77.1–86%

3.3	1.5%	0.2%
first-mention position	owned-domain citation (4/271)	citation share



RANK 3

Chanel

223/288 answers · 95% CI 72.3–81.9%

2.9	1.1%	0.1%
first-mention position	owned-domain citation (3/271)	citation share

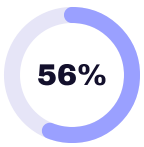


RANK 4

Gucci

201/288 answers · 95% CI 64.3–74.8%

5.4	1.5%	0.2%
first-mention position	owned-domain citation (4/271)	citation share

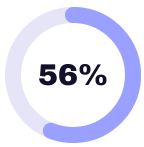


RANK 5

Prada

161/288 answers · 95% CI 50.1–61.5%

6.3	0%	0%
first-mention position	owned-domain citation (0/271)	citation share

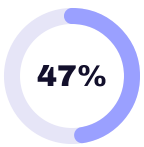


RANK 6

Dior

161/288 answers · 95% CI 50.1–61.5%

4.9	0.4%	0%
first-mention position	owned-domain citation (1/271)	citation share

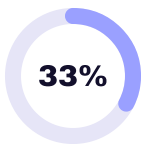


RANK 7

Bottega Veneta

136/288 answers · 95% CI 41.5–53%

5.9	0%	0%
first-mention position	owned-domain citation (0/271)	citation share



RANK 8

Saint Laurent

94/288 answers · 95% CI 27.5–38.3%

7.3	0%	0%
first-mention position	owned-domain citation (0/271)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

Each engine put a different house at the top of its mention counts. Perplexity mentioned Hermès most often, in 63 of 72 answers (87.5%). Claude mentioned Louis Vuitton in 63 of 72 (87.5%), more often than it mentioned Hermès (59 of 72). ChatGPT mentioned Chanel in 61 of 72 (84.7%).

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Hermès	**86.1%**
Chanel	**84.7%**
Louis Vuitton	**79.2%**
Gucci	**66.7%**
Bottega Veneta	**61.1%**
Prada	**59.7%**

Claude

72 ASKED | 72 RETURNED | 55 GROUNDED

Louis Vuitton	**87.5%**
Hermès	**81.9%**
Gucci	**77.8%**
Chanel	**75%**
Prada	**61.1%**
Dior	**56.9%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Hermès	**81.9%**
Louis Vuitton	**75%**
Chanel	**70.8%**
Gucci	**58.3%**
Dior	**44.4%**
Prada	**38.9%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Hermès	**87.5%**
Louis Vuitton	**86.1%**
Chanel	**79.2%**
Gucci	**76.4%**
Dior	**69.4%**
Prada	**63.9%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 72 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 65 = 353 answers.

TRIGGER RATE



Google AI Overviews appeared for 65 of 72 lookups (90.3%, CI 81.3–95.2%). No overview appeared for the other 7, and none failed. Overviews were least frequent for the questions on what wealthy people buy and on silk scarves, at 1 of 3 lookups each. Within the 65 overviews, Hermès appeared in 56 (86.2%) and was named first in 42 (64.6%). Louis Vuitton appeared in 41 of 65 (63.1%), Chanel in 38 (58.5%) and Gucci in 32 (49.2%). Prada (14 of 65) and Dior (13 of 65) appeared far less often in overviews than in the four-engine answers. Miu Miu did not appear in any overview.

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

1	Hermès	84.7%	=
2	Louis Vuitton	78.5%	=
3	Chanel	73.9%	=
4	Gucci	66.0%	=
5	Prada	49.6%	=
6	Dior	49.3%	=
7	Bottega Veneta	44.2%	=
8	Saint Laurent	30.3%	=

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 CHANEL, LOUIS VUITTON

Chanel	100%
Louis Vuitton	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Hermès 100%

TIED WITH CHANEL, LOUIS VUITTON

Chanel	100%
Louis Vuitton	100%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Hermès 100%

TIED WITH CHANEL, LOUIS VUITTON

Chanel	100%
Louis Vuitton	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Hermès 100%

TIED WITH CHANEL, LOUIS VUITTON

Chanel	100%
Louis Vuitton	100%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Hermès 100%

TIED WITH BOTTEGA VENETA

Bottega Veneta	100%
Chanel	91.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Hermès 100%

TIED WITH CHANEL

Chanel	100%
Louis Vuitton	91.7%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,301 citations. Of 2,301 four-engine citations, company and brand sites supplied 830 (36.1%), general news and business press 478 (20.8%), trade and specialist press 207 (9%) and community and social sites 201 (8.7%). Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'. Community and social sites added 170 (7.4%) and trade or specialist press 93 (4%). The data's classification puts publishers and resellers such as globalbrandsmagazine.com, luxe.digital, darveys.com and christies.com in the company or brand category.

FOUR AI ENGINES · SHARE OF 271 GROUNDED ANSWERS

globalbrandsmagazin...	**18.8%**
en.wikipedia.org	**13.7%**
youtube.com	**13.7%**
luxe.digital	**12.9%**
reddit.com	**11.8%**
whowhatwear.com	**11.4%**
darveys.com	**10.7%**
brandirectory.com	**10%**
statista.com	**8.5%**
lvmh.com	**5.9%**

GOOGLE AI OVERVIEWS · SHARE OF 65 OVERVIEWS

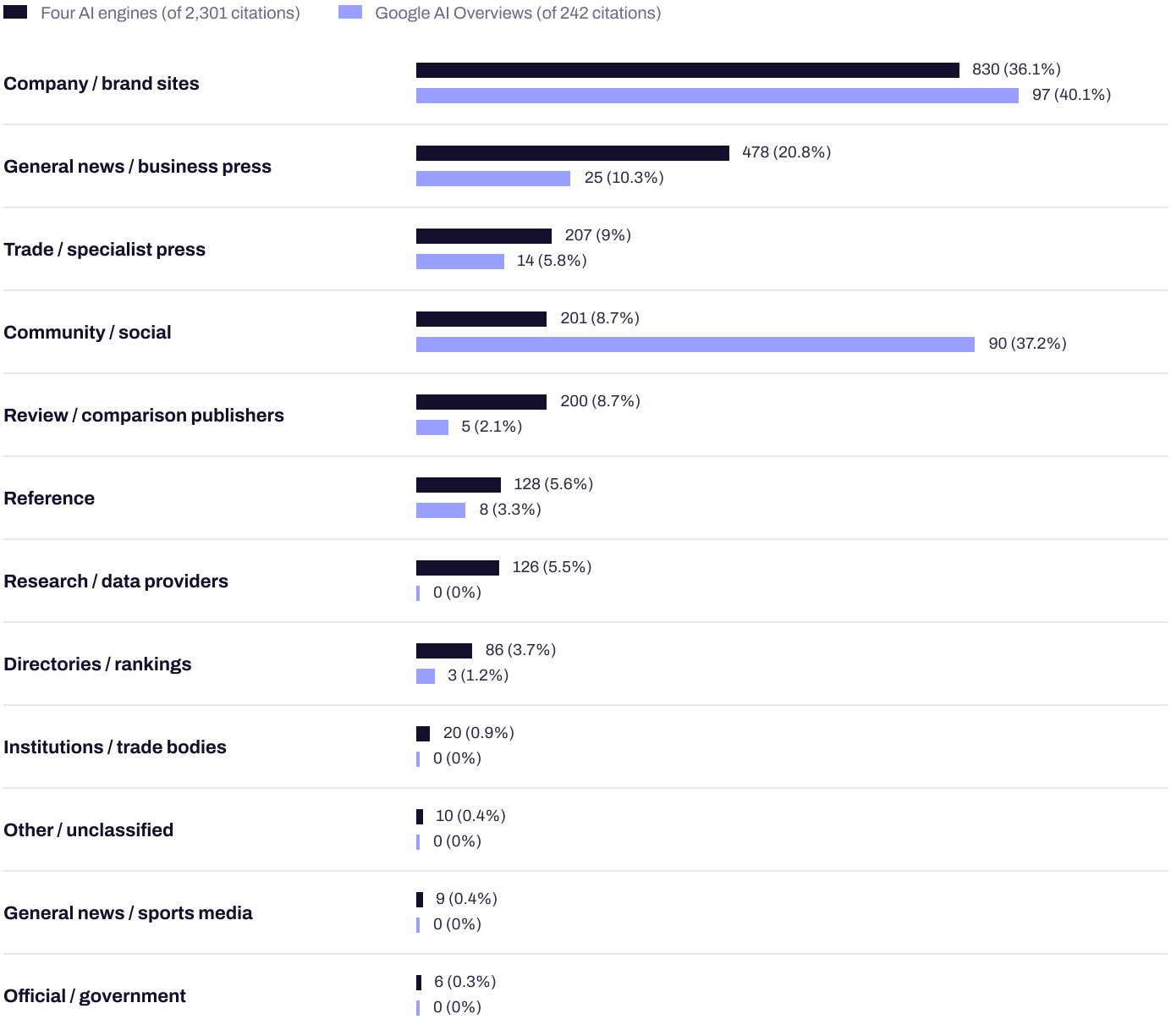
youtube.com	**38.5%**
reddit.com	**20%**
facebook.com	**12.3%**
en.wikipedia.org	**12.3%**
instagram.com	**10.8%**
saksfifthavenue.com	**9.2%**
nordstrom.com	**6.2%**
lvmh.com	**4.6%**
hermes.com	**4.6%**
kering.com	**4.6%**

07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



07

WHAT THE DATA SUGGESTS

How can names 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.	Hermès's own domains were cited in 4.8% of grounded answers, Louis Vuitton's in 1.5% and Gucci's in 1.5%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were globalbrandsmagazine.com (in 18.8% of grounded answers), en.wikipedia.org (13.7%), youtube.com (13.7%), luxe.digital (12.9%) and reddit.com (11.8%). General news and business press supplied 20.8% of citations and trade and specialist press 9.0%.
Check each engine separately.	Claude named Saint Laurent in 48.6% of answers against 9.7% on Gemini. Perplexity named Cartier in 43.1% of answers against 8.3% on Gemini.
Do not ignore video and community sites.	Community and social sites supplied 37.2% of Google AI Overview citations against 8.7% in the four chat engines. youtube.com was cited in 38.5% of overviews, reddit.com in 20.0% and facebook.com in 12.3%.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

08 Frequently asked questions

Q1 Which luxury house do AI engines name most often?

Hermès appeared in 243 of 288 four-engine answers (84.4%) and was named first in 204 of 288. Louis Vuitton appeared in 236 of 288 (81.9%) and Chanel in 223 of 288 (77.4%).

Q2 Is Hermès clearly ahead of Louis Vuitton and Chanel?

On mention rate, no. The 95% intervals for Hermès (79.7–88.1%), Louis Vuitton (77.1–86%) and Chanel (72.3–81.9%) overlap, so the three cannot be told apart. Hermès is clearly ahead on first position, with 204 first mentions against 23 for Louis Vuitton and 15 for Chanel.

Q3 How often did Google show an AI Overview for these questions?

An AI Overview appeared for 65 of 72 lookups (90.3%, CI 81.3–95.2%). Hermès appeared in 56 of those 65 overviews (86.2%).

Q4 Do the engines agree with each other?

All four engines and Google AI Overviews named Hermès first in most answers, at rates from 62.5% for Claude to 77.8% for Perplexity. They differed on other houses. Saint Laurent ranged from 7 of 72 answers on Gemini to 35 of 72 on Claude.

Q5 What sources do the engines cite on luxury houses?

Of 2,301 four-engine citations, company and brand sites supplied 830 (36.1%), general news and business press 478 (20.8%) and trade and specialist press 207 (9%). Of 242 Google AI Overview citations, company and brand sites supplied 97 (40.1%) and community and social sites 90 (37.2%). The most-cited single domain was en.wikipedia.org (56 citations). Google AI Overviews relied more on community and social sources (36.4% of their citations), led by youtube.com.

Q6 Which brands appeared that were not on the tracked list?

The most frequent were Rolex (37), Van Cleef & Arpels (27), Tiffany & Co. (27), Patek Philippe (23), Rebag (20) and The RealReal (18). Corporate names such as Hermès International (38) and Prada S.p.A. (41) were also recorded.

09

METHODOLOGY

How this study was measured

24	×	3	×	4	=	288	+	72
questions		runs each		AI engines		answers		Google searches · 65 AI Overviews

24 questions, each asked 3 times on each engine, measured October 26, 2026. Market: United States, English. The destination site was not mentioned to any engine. Entities count as named when they appear in the answer text or the extracted entity list; products, imprints and research arms roll up to their parent.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	55
Gemini	gemini-3.7-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	72	65 shown	65

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

METRIC DEFINITIONS

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

LIMITATIONS

- Measured on one day, October 26, 2026. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- The question set has 24 questions with 12 answers each. Two questions name Hermès directly (the Hermès vs Chanel comparison and the history of Hermès), which raises its mention and first-position counts.
- The LVMH and Kering ownership questions favor houses in those groups, such as Louis Vuitton, Dior, Fendi, Gucci, Bottega Veneta and Saint Laurent.
- Claude gave grounded answers in 55 of 72 cases, so citation figures cover 271 grounded answers, not all 288.
- Google AI Overviews are scored only for the 65 of 72 lookups where an overview appeared.
- 2 questions name brands ("Hermès vs Chanel: which bag is the better investment?", "What is the history of Hermès?"), so those counts include up to 12 answers to each. Without them, Hermès and Louis Vuitton are still the top two.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.

APPENDIX

A 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 is the most prestigious luxury fashion brand?	Luxury houses	CORE QUESTION
02	What are the best luxury handbag brands?	Luxury houses	CORE QUESTION
03	Which luxury bags hold their value best for resale?	Luxury houses	CORE QUESTION
04	Hermès vs Chanel: which bag is the better investment?	Luxury houses	CORE QUESTION
05	Which luxury brands have the best craftsmanship?	Luxury houses	CORE QUESTION
06	What is the most exclusive luxury brand?	Luxury houses	CORE QUESTION
07	Which luxury fashion houses are family-owned?	Luxury houses	CORE QUESTION
08	What luxury brands do wealthy people buy?	Luxury houses	CORE QUESTION
09	What is the history of Hermès?	Luxury houses	ADDED QUESTION
10	What are the most expensive handbag brands?	Luxury houses	ADDED QUESTION
11	Which luxury brands are owned by LVMH?	Luxury houses	ADDED QUESTION
12	Which luxury brands are owned by Kering?	Luxury houses	ADDED QUESTION
13	What are the best luxury leather goods brands?	Luxury houses	ADDED QUESTION
14	Which luxury brands make the best silk scarves?	Luxury houses	ADDED QUESTION
15	What are the most iconic luxury handbags?	Luxury houses	ADDED QUESTION
16	Which luxury brands are hardest to buy?	Luxury houses	ADDED QUESTION
17	What are the best luxury brands for men?	Luxury houses	ADDED QUESTION
18	Where can I buy authentic pre-owned luxury handbags?	Luxury houses	ADDED QUESTION
19	Which luxury fashion houses have the longest history?	Luxury houses	ADDED QUESTION
20	What are the best luxury brands for small leather goods?	Luxury houses	ADDED QUESTION
21	Which luxury brands are most popular in the US?	Luxury houses	ADDED QUESTION
22	What are the best luxury jewelry brands?	Luxury houses	ADDED QUESTION
23	Which luxury brands raised prices the most recently?	Luxury houses	ADDED QUESTION
24	What is the difference between luxury and premium fashion brands?	Luxury houses	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

How AI Describes: Luxury Houses 2026

Measured October 26, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

WEB
5wpr.com

RESEARCH
5wpr.com/research