

# 100 Best Global Brands

























01  +43% 170,276 \$m	02  +12% 120,314 \$m	03  -4% 78,423 \$m	04  +11% 67,670 \$m	05  -10% 65,095 \$m
06  +16% 49,048 \$m	07  0% 45,297 \$m	08  -7% 42,267 \$m	09  -6% 39,809 \$m	10  +29% 37,948 \$m
11  +9% 37,212 \$m	12  +7% 36,711 \$m	13  +13% 36,514 \$m	14  +4% 35,415 \$m	15  -3% 29,854 \$m
16  +5% 27,283 \$m	17  +16% 23,070 \$m	18  -3% 23,056 \$m	19  +6% 22,975 \$m	20  -1% 22,250 \$m
21  +5% 22,222 \$m	22  -3% 22,218 \$m	23  +54% 22,029 \$m	24  +3% 19,622 \$m	25  -3% 18,922 \$m

26  +8% 18,768 \$m	27  +4% 16,541 \$m	28  +8% 15,267 \$m	29  +2% 14,723 \$m	30  +16% 14,031 \$m
31  +7% 13,943 \$m	32  -3% 13,940 \$m	33  +10% 13,749 \$m	34  -6% 12,637 \$m	35  -9% 12,545 \$m
36  +7% 12,257 \$m	37  -11% 11,656 \$m	38  +6% 11,578 \$m	39  +8% 11,293 \$m	40  -4% 11,278 \$m
41  +22% 10,944 \$m	42  +9% 10,800 \$m	43  +6% 10,798 \$m	44  +5% 10,328 \$m	45  +12% 9,784 \$m
46  +9% 9,526 \$m	47  -8% 9,400 \$m	48  +14% 9,254 \$m	49  +19% 9,082 \$m	50  -14% 8,882 \$m

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(continued)

51  +5% 8,632 \$m	52  +7% 8,588 \$m	53  -1% 8,553 \$m	54  +10% 8,498 \$m	55  +3% 8,464 \$m
56  +12% 8,055 \$m	57  +6% 7,924 \$m	58  -5% 7,702 \$m	59  +17% 7,243 \$m	60 Morgan Stanley +12% 7,083 \$m
61  +15% 6,870 \$m	62  -8% 6,811 \$m	63  -12% 6,583 \$m	64  +6% 6,509 \$m	65  +2% 6,436 \$m
66 TIFFANY & CO. +6% 6,306 \$m	67  +16% 6,266 \$m	68  +17% 6,257 \$m	69 PRADA +4% 6,222 \$m	70  +13% 6,097 \$m
71  -9% 6,033 \$m	72  -12% 5,976 \$m	73 BURBERRY +5% 5,873 \$m	74  +5% 5,666 \$m	75  -7% 5,639 \$m

76  +17% 5,551 \$m	77  +7% 5,533 \$m	78  -12% 5,530 \$m	79  +14% 5,460 \$m	80  +6% 5,391 \$m
81  -5% 5,365 \$m	82  New 5,362 \$m	83  +2% 5,208 \$m	84  +6% 5,161 \$m	85  +2% 5,133 \$m
86  +16% 5,130 \$m	87  +14% 5,109 \$m	88  +15% 4,952 \$m	89  +14% 4,822 \$m	90  -7% 4,763 \$m
91 RALPH LAUREN -7% 4,629 \$m	92  -6% 4,540 \$m	93  +2% 4,456 \$m	94  -4% 4,407 \$m	95  -7% 4,330 \$m
96  +3% 4,270 \$m	97  New 4,251 \$m	98  New 4,243 \$m	99  New 4,131 \$m	100  New 4,114 \$m