

宝格丽 CEO 力挺小米堪比苹果！跳出偏见，生态硬实力才是关键？

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宝格丽 CEO 近期发文盛赞小米，称其 “生态系统革命堪比乔布斯的苹果奇迹”，这番跨界好评在微博引发热议，也让此前深陷火灾事故舆论争议的小米再次成为焦点。

无利益纠葛的行业大佬为何力挺？核心在于小米 “人车家全生态” 的独特价值 —— 通过澎湃 OS 打通 8.5 亿台 IoT 设备，实现出行、家居、办公全场景无缝衔接，这种跨端整合能力正是业外人士认可的核心。此前网络上关于小米火灾事故的片面指责曾引发热议，但抛开情绪偏见，小米的技术硬实力与市场表现有目共睹：SU7 上市后 230 天交付破 10 万辆，生态协同带动高端手机份额突破 25%。



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jc.babin Best from Shanghai November 2025 with @bvlgari innovative and sustainable participation to @ciieonline together with top @lvmh Brands exhibiting the unique Group expertise in crafting dreams from fashion to jewelry or beauty to spirits. Another highlight has been @bvlgari #polychroma High End event run in parallel with 350 masterpieces of High Jewelry and High End Watches exhibited with success and pride. And last but not least the discovery of visionary @xiaomi.global Brand. It's not a mobile phone nor a car manufacturer. It's an ecosystem revolution comparable to what Steve Jobs created with Apple and the iphone. But in the real world managing your real life connecting and synchronizing all your daily dots and tasks from your home domotics to your business meetings or your fastest transportation options. A brand and a vision epitomizing the China of the 21st century! And it's just starting. Thanks @maurodiroberto @maggiechuh @lucia_silvestri @ennio_piccirillo @aliciagonzalezmir @terrettazm @bvlgarihotels Shanghai, @lvmhmetiersdart @lvmh #andrewwu @marcantoinejaquet, @lvmhchina @wwd_china and all colleagues, partners, friends and distinguished clients who made these 4 days unforgettable



外行看热度，内行看本质。宝格丽 CEO 的评价，恰是跳出本土舆论场的客观视角。小米的生态创新已形成差异化壁垒，技术复用率超 30% 的优势更是难以复制。你认为脱离偏见后，小米汽车的生态战略能持续领跑行业吗？评论区聊聊你的看法～



粮厂研究员 Will



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LVMH集团腕表部门ceo兼BVLGARI宝格丽ceo
Jean-Christophe Babin发帖说：

『小米既不是一部手机，也不是一个汽车制造商。
它是一个生态系统革命，与史蒂夫·乔布斯在苹果和
iPhone上创造的革命相当。在现实世界中，小米管
理你的真实生活，连接和同步你所有的日常点和工作
任务，从家庭自动化系统到商务会议、或是最迅捷的
交通选择。一个品牌和一个愿景，象征着21世纪的中
国！而这仅仅是开始。』

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