

# China Live

## Q4 2021

BY LUXURYNSIGHT



# REBOUND

Q4 2021



**MARKET & CONSUMER  
BEHAVIOR**



**BRANDS &  
CONCEPTS**



**COMMUNICATION**



**RETAIL &  
DISTRIBUTION**

# MARKET & CONSUMER BEHAVIOR

1

## SOARING TRAVEL & CONSUMPTION



Consumption maintained **a steady growth** in China, boosted by the **National Day Holiday travel season**, remarkable results seen in **Hainan tax-free** market.

2

## GEN ZERS CONSUMPTION TRENDS



Gen Zers show increasing interests in traditional **culture**, while expecting trendier reinterpretation for these elements.

3

## RISING PASSION FOR WELL-BEING



In the post-pandemic era, domestic consumers are putting more focus on **well-being** topics, especially **personal health** and **environment well-being**.

# 1 SOARING TRAVEL & CONSUMPTION

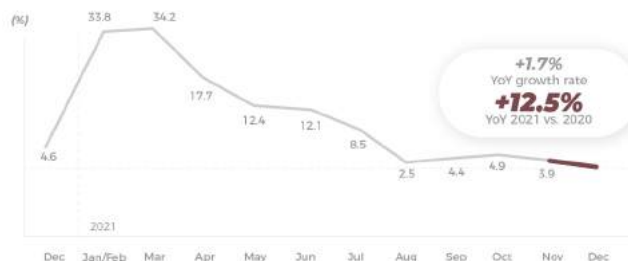


Consumption maintained a steady growth in China, boosted by the National Day holiday **travel season**, remarkable results seen in **Hainan tax-free** market.

## DECEMBER & ANNUAL RECAP<sup>1,2</sup>

- 2021 Dec, domestic consumption saw only **1.7% YoY** growth, the growth is expected to rebound for the following Jan and Feb in 2022.
  - Yet, for the 2021 whole year, the consumption recorded a YoY rising pace high up to **+12.5%**, the average from **2019 - 2021** is **3.9%**.
- In Dec, **apparel** & **jewelry** consumption growth further slowed down, with **-2.3%** and **-0.2% YoY** decrease, cosmetic saw **+2.5% YoY** only.
  - However, positive number showed in whole-year growth, as apparel, cosmetic and **jewelry** saw significant **YoY** growth with **12.7%**, **14.0%** and **29.8** rise respectively.

COMPOUND CONSUMPTION VOLUME & YOY GROWTH RATE, 2020 - 2021



Source: National Bureau of Statistics, Jan. 2022

From Jan. - Dec., 2021

**+12.5%**

increase in domestic general consumption

**+29.8%**

of growth seen in **jewelry sector**, while fashion & beauty increased 12.7% & 14.0%

**+14.1%**

remarkable YoY increase in online GMV, sharing 24.5% of total consumption

## TOURISM & NATIONAL DAY VACATION FOCUS<sup>3,4</sup>

- During the **7-day National Day holiday**, a total of **515 Mn** trips were made in China, recovering back to **70.1%** of pre-pandemic level.
  - The market recorded a total of tourism revenue reached **€53.77 Bn**, slightly decreased **4.7%** comparing to last year, affected by the bounce back of epidemic.
  - Impacted by the pandemic situation, **short-distance trips** is still remaining the major choice.
  - Under the wave of nationalism, **culture-related** tours and **patriotism educational** destinations are highly welcomed.

## SOARING HAINAN TAX-FREE MARKET

- Since Oct, Hainan province entered the tourism peak season, and during the holiday, Hainan received a total of **3.7Mn** tourists, realizing a total income of **€810 Mn**.
- The tax-free sales saw an even stronger growth boosted by the holiday:

During Oct 1st - 6th,  
**9 tax-free** malls achieved a total  
 revenue of **€2.23 Bn**,  
**+75% YoY, +359%** vs. 2019



(1) National Bureau of Statistics, 17/01/22; (2) China's Government, 08/10/21; (3) Hainan Government, 08/10/21; (4) NetEase, 19/10/21



## 2 GEN ZERS CONSUMPTION TREND INSIGHT



Gen Zers show increasing interests in traditional **culture**, while expecting trendier reinterpretation for these elements.

### GEN Z BUYERS' EMERGING TRENDS & INSIGHTS

#### EMERGING SECTORS

- **Passion for the fusion of “trendy & traditional”:** With the emergence of cultural confidence, **96%** of Gen Z consumers showed the strongest interest in the traditional culture among all;
  - While Gen Z **paid** high attention to various “**China-Chic**” perspectives, such as intangible cultural heritage, traditional festivals and clothing gained most attention.
- **Trendy extreme sports** to express identity: More adventurous and challenging exciting sports are sought after by Gen Zers, including skating, rock climbing, skiing, skydiving, etc.
- **Fitness & body shaping:** A trend emerging rapidly after the pandemic, attracted **51.7%** of Gen Z female. “Stress relief” and “social contact” are important aspects.

#### NEW CONSUMPTION TRENDS

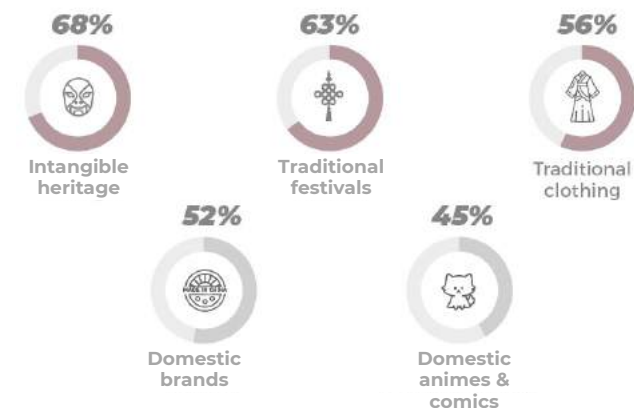
- **Immersive experience:** **Movie**, **exhibitions** and **escape-simulated** entertainment saw high popularity among Gen Z, beloved by **58%**, **33%** and **32%** of respondents receptively.
- **Rising focus on domestic brands:** With the growing China pride, domestic brands are highly welcomed by Gen Z consumers, especially in **fashion**, **homeware** and **home appliances**.

- **Offline is crucial:** At the post-pandemic stage, Gen Zers gradually put their attention back to offline experience:

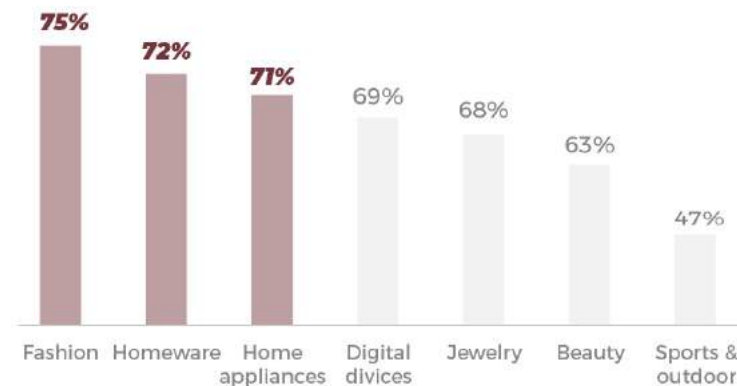


- **53%** of the consumers emphasizes the offline experience events & activities proposed by fashion brands;
- **35%** of respondents prefer creative offline pop-up stores & pop-up events.

#### GEN Z CONSUMERS' PREFERENCE FOR “CHINA CHIC” IN DIFFERENT SECTOR



#### THE MOST POPULAR DOMESTIC BRANDS' CATEGORIES



Sina News Report, Dec 2021



Sina News Report, 12/2021

# 3 CONSUMERS' PASSION FOR WELL-BEING



In the post-pandemic era, domestic consumers are putting more focus on well-being topics, especially **personal health** and **environment well-being**.

## WELL-BING CONSUMPTION INSIGHT<sup>1,2,3</sup>

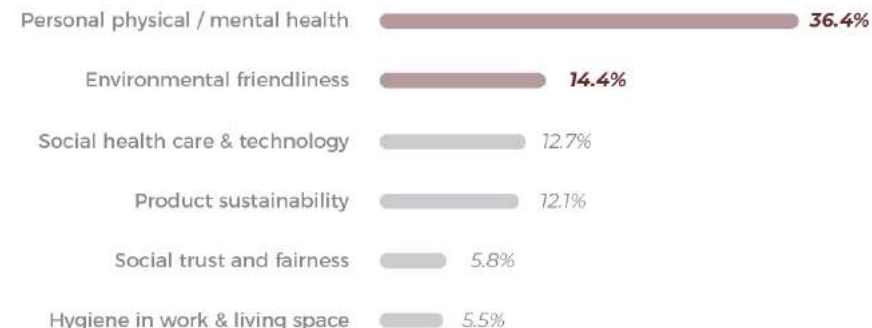
### PERSONAL HEALTH AS MAJOR FOCUS

- iResearch's latest report researched into domestic consumer groups between 18-50 yrs, and **36.4%** of them ranked "**personal health**" as the top focus regarding well-being topics.
  - On average, **55.1%** of respondents were easy to **feel tired**, and **45.5%** approved they have **sleeping problems**.
  - Facing the personal health problems, **55.7%** of consumers preferred to do **sports or exercise**, and **27.7%** of them chose to purchase **health-related** products.
- While **74.3%** of consumers claimed that health-related concept of brands will influence their **buying decisions**, and the percentage was high up to **79.6%** among young consumer who aged between 18-24 yrs.

### ENVIRONMENT WELL-BEING IS ALSO IMPORTANT

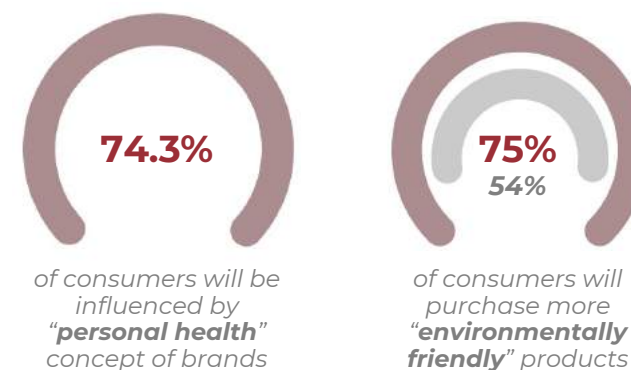
- Furthermore, Chinese consumers marked "**environment well-being**" as the second important issue, with **14.4%** of respondents choosing it as a priority concern.
  - Up to **88%** of Gen Zers approved the value of sustainability; **95%** of the age segment have purchased second-hand products.
  - In general, approximately **75%** domestic consumers were willing to purchase **environmental-friendly** products, and **72%** prefer companies which support **sustainable concepts**, higher than the **54%** of global consumer's average.

### CHINESE CONSUMERS' TOP FOCUS ON "WELL-BEING" TOPICS, 2021



iResearch, Oct, 2021

### INFLUENCE OF WELL-BEING ON CONSUMPTION DECISION MAKING, 2021



● China ● Global

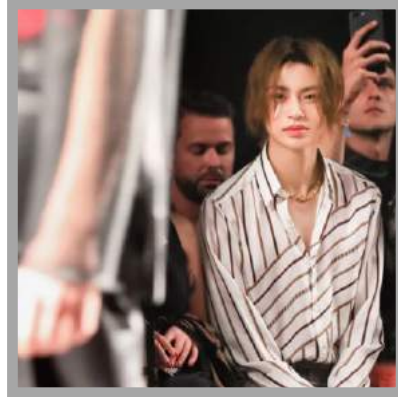
iResearch, Oct, 2021; PWC, Sep, 2021



(1) iResearch, 10/2021; (2) PWC, 10/2021; (3) Vanke Foundation, 10/2021

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# BRANDS & CONCEPTS

1

## COLLABORATION WITH TRENDY IP



Tap into the **on-going pop trends** in China and **join hands** with **young & sought-after IPs** to constantly attract consumers' attention.



2

## OFFLINE ART FUSION



Engaging audiences with **immersive & sensorial** offline **art exhibitions** to convey the brand **values** and **connotations**.



3

## EYES ON LOCAL TALENTS



**Engage consumers** through highlighting the **importance** of **local talents** for the brand and **conveying brand values** via a dedicated talent support program.





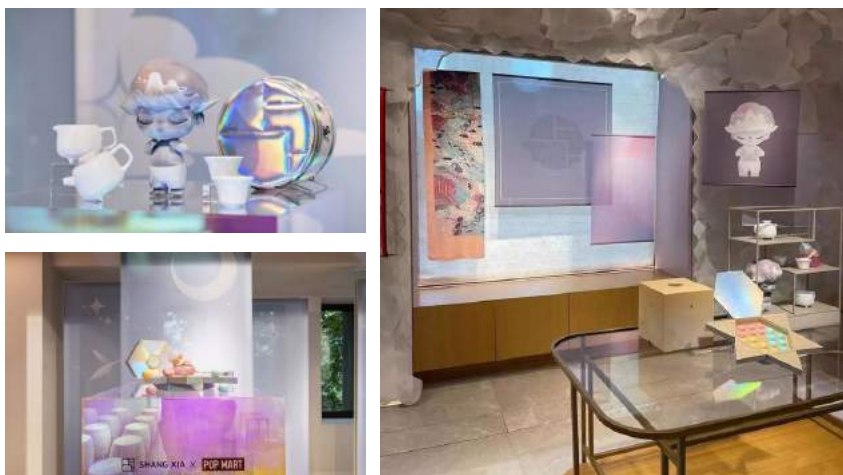
# 1 COLLABORATION WITH TRENDY IP

ACTION

Tap into the **on-going pop trends** in China and **join hands** with **young & sought-after IPs** to constantly attract consumers' attention.

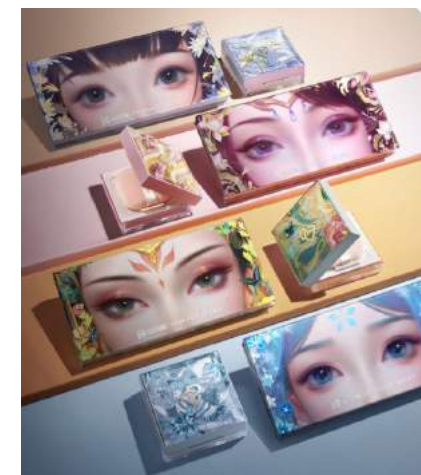
## SHANGXIA<sup>1</sup>

- **Luxury lifestyle brand** Shang Xia joined forces with the **most sought-after** designer toy maker Pop Mart to release a series of gift boxes, **harmoniously integrating** top IP DIMOO's cute features into its **elegant** tea sets to attract attention from the young generation who is entranced by collectible designer toys.
- Focusing on **traditional Chinese aesthetics**, Shang Xia's cross-industry collaboration added **novel & trendy** nuances into its products & brand image, boosting the brand's **relevance with pop culture** and tremendously **elevated its brand awareness**.
- The hashtag #Shang-Xia-X-POPMART-gift-box gained **1M+** views on Weibo.



## PERFECT DIARY<sup>2</sup>

- Partnering with the most **buzzed-about** mobile game Honor of Kings, cult c-beauty brand Perfect Diary released a series of **game-themed makeups**, including eyeshadow palettes featuring the color and the style of the **game's beloved heroines**.
- As Honor of Kings enjoys great popularity among female consumers in China, this **bold & boundary-pushing** collaboration grasped the attention of **make-up enthusiasts** and **concurrently raised the brand visibility** among a larger crowd of **game lovers**.
- The hashtag #Perfect-Diary-X-Kings-of-Honors-Collab triggered a heated discussion on Weibo with **300M+** views.



(1) Popmart Official Weibo, 04/09/21; (2) Perfect Diary Official Weibo, 25/09/21

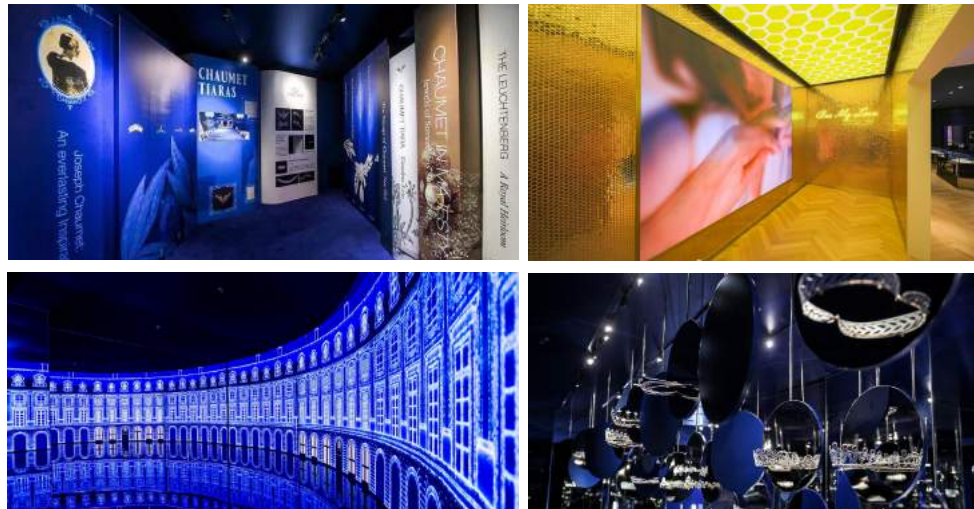
## 2 OFFLINE ART FUSION

ACTION

Engaging audiences with **immersive & sensorial** offline **art exhibitions** to convey the brand **values** and **connotations**.

### CHAUMET<sup>1,2</sup>

- Jewelry Maison Chaumet has presented “**Tiara Dream**” exhibition in Beijing, featured its world-famous **masterpieces**, including both precious antiques & contemporary pieces to uplift the **brand education**.
- Through **holographic projections** and **interactive displays**, Chaumet guided visitors traveling through time and space, connecting the brand's **culture** with **art** and explaining its unique allure which lies in art and craftsmanship. Moreover, Chaumet also provided a **digital exhibition** for **online audiences** to complete their discovering journey.
- Weibo hashtag [#Chaumet-Tiara-Dream](#) generated **190M** views with **1.2M+** discussion.



### AESOP<sup>3</sup>

- Inspired by the brand's skin care philosophy, Aesop held an **immersive exhibition** in Shanghai titled “**The Pleasure of Patience**”, enhancing its connection to **art & lifestyle** while reinterpreting the brand **concept**.
- The exhibition combined multiple **art forms** such as **dance, poetry, music** and **calligraphy**. Guests were also invited to **interact** with the dancers and followed the master calligrapher to create their own calligraphy pieces to enrich this **participatory experience**.
- Weibo hashtag [#Aesop-The-Pleasure-Of-Patience](#) gained **9.3M+** views.



(1) [Chaumet Official Weibo, 01/11/21](#); (2) [Chaumet Official WeChat, 08/11/21](#); (3) [Aesop Official Weibo, 01/12/21](#)



### 3 EYES ON LOCAL TALENTS

ACTION

Highlighting the **importance of talent** for the brand and **conveying brand values** through a dedicated talent support program.

#### IKEA<sup>1</sup>

- **IKEA** joined hands with Zhejiang Vocational Academy of Art to launch a **school-enterprise cooperation** course expansion program and held an in-store exhibition of students' work, underling the brand's emphasis on **talent development** and **creativity**.
- The exhibits are re-creations of IKEA products by students and teachers from Zhejiang Vocational Academy of Art. The brand has created **hands-on opportunities** for school students through this initiative and has generated buzz on **local social networks**, attracting **more traffic** to the Hangzhou IKEA store.
- Related post generated **62K** views on WeChat.



#### CHANEL<sup>2</sup>

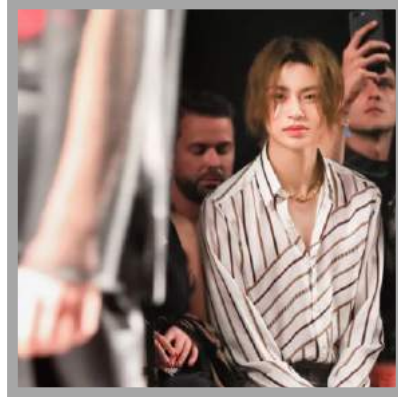
- **Chanel** and Three Shadows Photography Art Center jointly launched the **Curatorial Award for Photography and Moving Image**, reaffirming Chanel's **respect for art & culture** and **support for young talents** through an ongoing collaboration with various cultural institutions.
- Following the **Chanel Culture Fund** establishment in March, it has launched several creative programs in China to **support local artistic creators**. This time, the award will offer learning opportunities and cash prizes to the winners, dedicated to identifying and helping outstanding Chinese young image curators while highlighting Chanel's **connection with art**.
- Related posts received **2M+** views on Weibo.



(1) Zhejiang Vocational Academy of Art Official WeChat, 06/10/21; (2) Chanel Official Weibo, 18/10/21

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# COMMUNICATION

1

## SPOTLIGHT THE CULTURAL ORIGIN



**Narrate** the **cultural background** of the products & highlight the **brand origin** to showcase its **depths** and enrich the **connotations**.



2

## ECHO OF CHINA PRIDE & SPORTSMANSHIP



Join hands with **respectable national athletes** to launch campaigns, leverage the **China Pride** and **resonating** with the local audience backed by rising sports heat.



3

## LISTEN TO THE FEMALE VOICE



Speak to female audiences through **in-real-life stories**, **enriching** the brand image that strongly echoes with **females' evolution** in modern society.



# 1 SPOTLIGHT THE CULTURAL ORIGIN

ACTION

Join hands with **respectable national athletes** for campaigns, leverage the **China Pride** & **resonate** with the audience backed by rising sports heat.

## CHOU SANG SANG<sup>1</sup>

- Chinese jewelry brand Chou Sang Sang inaugurated a **tradition-themed** exhibition in Shanghai where it incorporated various **classic cultural elements** to **uncover the inspiration** & **the poetry** of its new gold collection, simultaneously **reinforcing its Chinese root**.
- Decorated with Chinese-style furniture, bonsai, vases and bamboos, this **immersive** brand space enabled audience to **embark on a journey** of the discovery into the **Chinese aesthetics** and organically connect the brand with the **traditional culture**.
- The exhibition hashtag [#Exquisite-Gold & China-Trend-Exhibition](#) gained **120M+** views on Weibo.



## FLORASIS<sup>2</sup>

- C-beauty brand Florasis invited top director [@Yimou Zhang](#) to shoot a two-min **narrative campaign film** where it spotlighted the **rich heritage** of **Dai Ethnicity**, **paying tributes** to the **Chinese ethnic culture** and highlighting the **unique inspiration** of its new collection.
- Via a conversation with a local craftsman, this clip was centric to the **inspiration** of the Dai collection - the **peacock totem** and unveiled the **rich implications** and the **stories** behind this **ancient Dai symbol**, resonating greatly with local beauty shoppers.
- The video campaign hashtag [#Yimou-Zhang's-New-Masterpiece](#) triggered a heated discussion on Weibo with **91M+** views.



(1) [Chou Sang Sang Official Weibo, 23/10/21](#); (2) [Florasis Official Weibo, 12/10/21](#)

## 2 ECHO OF CHINA PRIDE & SPORTSMANSHIP

ACTION

Join hands with **respectable national team athletes** to launch various campaigns, leveraging the **heat of China Pride** and **resonating** with the local audience.

### KIEHL'S<sup>1</sup>

- Kiehl's released a short video entitled "Act Any Age" where two Tokyo Olympics champions [@Xiaojun Lv](#) and [@Zhiyi Fan](#) were invited to **narrate** their **professional attitudes & spirits** regardless of age.
- By spotlighting these China heroes' **perseverance** on the battleground when they fight for the glory of the country, this clip built a **deep emotional bond** with the local audience.
- The campaign hashtag [#Act-Any-Age](#) generated **180M+** views.



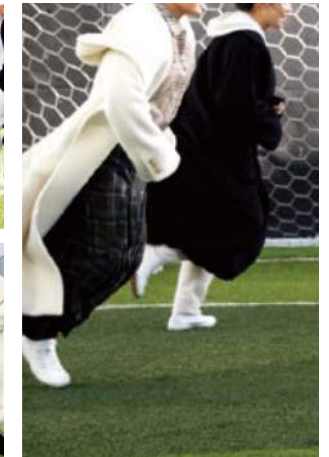
### L'ORÉAL PARIS<sup>2</sup>

- For the first time in China, L'Oréal Paris has announced an athlete - world table tennis champion [@Ma Long](#) as its brand ambassador, merging his **professionalism** into the **brand concept**.
- Having won **glories** on the **global stage** for China and been perceived as the **national pride**, Long's team-up with L'Oréal spurred great discussions among sports fans.
- The campaign hashtag [#Ma-Long-Was-Challenged](#) garnered over **55M+** views.



### MAX MARA<sup>3</sup>

- Max Mara launched a creative champion where athletes from **China women's national football team** were wearing iconic Max Mara coats playing on the football court.
- Photographer [@Nanli Hong](#) - a 83 yrs former **gymnast** was invited to capture the **passions** and **enthusiasm** of these admirable sportswomen, stirring up **tighter emotional connections** with the sports audience.
- The hashtag [#Nanli-Hong Recorded-Women-Football-Team](#) generated **14M+** views on Weibo.



(1) Kiehl's Official Weibo, 01/10/21; (2) L'Oréal Paris Official Weibo, 10/10/21; (3) Max Mara Official Weibo, 12/10/21



### 3 LISTEN TO THE FEMALE VOICE

ACTION

Speak to female audience through **in-real-life stories**, **enriching** the brand image that strongly echoes with **females' evolution** in modern society.

#### L'ORÉAL PARIS<sup>1</sup>

- **L'Oréal Paris** starred three Chinese female figures in space technology, dance and sport "**I crown myself**" campaign, underlining the **energy & tenacity** of women.
- Narrating the **constant dedication** and **perseverance** behind the stories of these icons, the video successfully triggered the social discussion around "women empowering", also emphasis brand's commitment on accompany women for their **journey to excellence**.
- Weibo hashtag **#I-Crown-Myself** got **50M+** views and **13K** discussions.



#### UBRAS<sup>2</sup>

- Chinese lingerie brand **Ubras** released a short video, encouraging females to protect their **boundaries** in the interpersonal relationships.
- Centering around couple, mother-child and colleague bonding, the campaign tapping various **in-real-life stories**, inspiring the audience to **redefine** the "Comfort" of each relationship with "less dependence" & "more self-pleasure".
- The video campaign generated **2.1M+** views.



#### NEIWAI<sup>3,4</sup>

- The local lifestyle brand **Neiwai** launched its first Bridal series with the campaign entitled "**A moment with myself before the wedding**", reinforced the brand's image of supporting women's **independence**.
- Via a story of a bride-to-be's expectations for the wedding, and her insistence on "**being me**" in marriage, Neiwai echoed with Chinese females through the deep understanding of the contemporary women's **anxieties**.
- The post generated **30K+** views on WeChat.

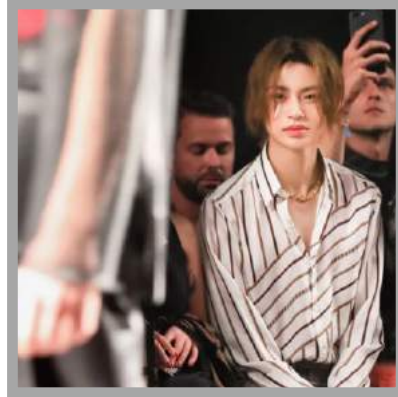


(1) L'Oréal Paris Official Weibo, 14/09/21; (2) Ubras Official Weibo, 16/09/21; (3) Neiwai Official Weibo, 24/09/21; (4) Neiwai Official WeChat, 23/09/21



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# RETAIL & DISTRIBUTION

1

## HOLIDAY ECONOMY THRIVE



The nationwide week-long holiday has **spurred** a sales growth in different cities, especially **duty-free destination**.

2

## 11.11 ONLINE LUXURY FEAST



Luxury brands embraced **11.11 online shopping festival** with uplifted **online service** and featured **new products**.

3

## SCENARIO-BASED NOVELTY



Leverage **local & artistic scenes** to optimize the consumer journey and engage **local customers** through **novel experiences**.



# 1 HOLIDAY ECONOMY THRIVE



The nationwide week-long holiday has **spurred** a sales growth in different cities, especially the **duty-free destination Hainan Province**.

## LUXURY CONSUMPTION BOOSTED BY GOLDEN WEEK<sup>1,2,3,4,5,6</sup>

- China's National Day holiday (Oct. 1-7<sup>th</sup>), also known as "**Golden Week**", stimulated consumption & demand of experiential activity during the **7-days nationwide vacation**.
  - Mid-to-high-end** segment kept momentum with consumers' enthusiasm of **high-quality** products.
  - Despite 1.5% fell of travel volume, **domestic duty-free** spending surged due to the restriction of international travel.
  - Emerging entertaining activities**, such as camping/surfing/diving/music festival, were sought after among the younger generation.

**52.6 Bn**

Domestic Tourism Spending

**515 Mn**

Domestic Tourist Trips

### CITIES HIGHLIGHT IN "GOLDEN WEEK"

The average daily sales revenue of retail industry in the Golden Week

**+9.9% YoY**

- Tier 1 & 1.5 cities had an outstanding performance in the **retail & travel** industry, especially "**featured shopping areas**" which greatly attracted numerous consumers to visit.
- Tier 1,5 cities such as Chongqing & Tianjin tapped the strategy of **themed shopping carnival** to achieve dazzling results in this Golden Week.

### DUTY-FREE DESTINATION HYPE

- Hainan, the **domestic duty-free destination**, was growing to an alternative destination for outbound **luxury purchasing** during pandemic.
  - The duty-free consumption in Hainan amounted nearly **€198 Mn** in 7 days.
  - The Oct. 6<sup>th</sup> one-day sales hit the **new record** of **€37 Mn**.

**BEIJING**

**€860 Mn**

Retail  
Revenue

**SHANGHAI**

**€10.3 Bn**

Total  
Consumption

**SHENZHEN**

**€783 Mn**

Tourism  
Revenue

**CHONGQING**

**€2.2 Bn**

Retail  
Revenue

**TIANJIN**

**€270 Mn**

Total  
Consumption

**9**

Iconic duty-free  
Stores in Hainan

**66.9%**

YoY Sales  
Increase

**359%**

6-days Sales  
Increase to 2019



(1) CCTV News, 08/10/21; (2) People.cn, 09/10/21; (3) EEO, 06/10/21; (4) CNBC, 08/10/21; (5) Wanshang Club, 08/10/21; (6) Hainan Government, 09/10/21

## 2 11.11 ONLINE LUXURY FEAST



Luxury brands embraced **11.11 online shopping festival** with uplifted **online service** and featured **new products**.

### THRIVING LUXURY E-COMMERCE<sup>1,2</sup>

#### FLOURISHING DIGITAL LUXURY MARKET

- **11.11**, China's biggest e-commerce festival in November, kept its momentum with more and more luxury brands' participation in the **3-week-long** carnival.
  - The GMV of Tmall Luxury Pavilion reached **€ 14 Mn** in the **first 15 minutes**.
  - Luxury products' GMV on Tmall achieved more than **100% YoY growth**.
  - Brands such as Balenciaga, Chloé, Kenzo **broke through** their **first-day GMV in 618 festival within 10 minutes**.
- **Livestreaming** as one of the main drivers of 11.11 has played a dominant role, including more than **€ 1.21 Bn of sales** generated by the **top 2 livestreamers** Viya & Li Jiaqi.
  - In **Viya's fashion & luxury dedicated livestream**, luxury brand such as Alexander Wang and Piaget actively attended to showcase their **products** and stimulate the **sales**.

#### GROWING LUXURY PARTICIPANTS IN THE 11.11 FESTIVAL





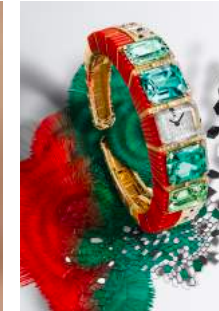
<b>10</b>	<b>200</b>	<b>65</b>	<b>5000</b>
Luxury Groups	Luxury Brands	Hard Luxury Brands	New Products

### UPGRADED DIGITAL EXPERIENCE<sup>3</sup>

#### IMMERSIVE ONLINE SHOPPING JOURNEY

- With the new functions on Tmall Luxury Pavilion, brands were able to provide **upscaled e-retail services**, such as AR try-on, online exhibition, after-sales service, product maintenance & customization, etc.
- Luxury brands launched various **new products** dedicated to the 11.11 festival or exclusively on e-commerce platforms to hail the e-commerce feast.

#### LIMITED PRODUCTS & EVENTS FOR 11.11 SHOPPING FESTIVAL

Limited edition	Collaboration	Tmall exclusive	Exhibition	
				
<b>Balenciaga</b> bag	<b>Dior</b> DiorTravel bag	<b>Chloé x Fusalp</b> Capsule collection	<b>Burberry</b> Scarf & bag	<b>Cartier</b> “SUR” NATUREL fine jewelry exhibition

(1) Vogue Business, 11/11/21; (2) Luxury Society, 12/11/21; (3) DSB, 21/10/21



### 3 SCENARIO-BASED NOVELTY

ACTION

Leverage **local & artistic scenes** to optimize the consumer journey and engage **local customers** through **novel experiences**.

#### PRADA<sup>1,2,3</sup>

- Prada inaugurated a pop-up space by taking over an entire **wet market** in Shanghai for the Fall 2021 campaign “Feels Like Prada”, integrating the **brand spirits of creativity** into a **local scene** of daily life.
- Apart from the featured **exterior design**, the **interior decorations** & food **packaging** were all set with the **iconic codes** & **prints** from Prada’s newly released FW 2021 collection, transforming the 5000+ m² **neighborhood space** into a photogenic Prada world.



The food packaging of fruits and vegetables



The exterior decoration of the wet market

#### BOUCHERON<sup>4</sup>

- Boucheron unveiled a high-end jewellery exhibition in Shanghai which specially integrated a garden-themed “**Jardin d’Hiver**” **social space**, providing visitors with a **French-style relaxing area** while engaging the brand’s culture & history.
- The immersive café **recreated** the scenario of the Boucheron House’s winter garden in Place Vendôme. Consumers could enjoy the special-offered **coffee & tea** in the **designed gallery**, remaining an **exotic memory** with a multi-sense experience.



The garden



The French-style space

(1) Prada Official Weibo, 27/09/21; (2) WWD, 27/09/21; (3) Jing Daily, 01/10/21; (4) Toodaylab, 26/10/21





# KEY INSIGHTS



### TRAVEL MARKET SOARING



Boosted by the **National Day Holiday travel season**, remarkable results have seen in **Hainan tax-free** market.

### RIISING FOCUS ON WELL-BEING



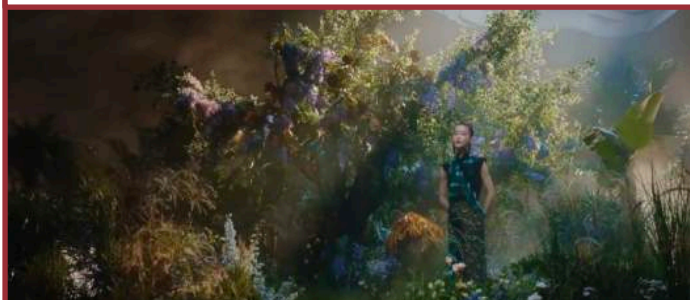
Consumers focus more on **well-being**, especially **personal health** and **environment well-being**.

### COLLABORATION WITH TRENDY IP



Tap the **on-going pop trends** and join hands with **young & sought-after IPs** to constantly attract consumers' attention.

### SPOTLIGHT CULTURAL ORIGIN



**Narrate** the **cultural background** of the products & highlight **brands' origin** to enrich the **connotations**.

### ECHO OF CHINA SPORTSMANSHIP



Join hands with **respectable national athletes** to launch campaigns, leverage the **China Pride** and rising **sports heat**.

### SCENARIO-BASED NOVELTY



Leverage **local & artistic scenes** to optimize the consumer journey and engage **local customers** through **novel experiences**.



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