

# Cultural and Creative Products Retailing - China - May 2019

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## This report looks at the following areas:

- Sell dreams, not products
- Tangible culture and fun
- Emotional connection with entertainment IP merchandise

In cultural and creative products retailing we are seeing great potential and opportunity as Chinese consumers look for intellectual challenge and entertainment in their leisure time. The boundary of traditional retailing is vanishing as cultural and creative venues are providing a relaxing and entertaining spaces for culture, art, and shopping.



“The only limit is your imagination. In cultural and creative product retailing we are seeing great potential and opportunity as Chinese consumers look for intellectual challenge and entertainment in their leisure time.”

- Chih-yuan Wang, Category Director, Retail, China

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