

## October 2023

## 快时尚 - China

随着消费者渴望参加各种外出活动，展示自己的个性和品味，快时尚消费有望在2023年迎来复苏。如今的消费者期待快时尚品牌提供更多品质上乘、经久耐穿且款式多样的产品。快时尚品牌应把握这一契机，通过考究的面料和出色的设计重新点燃消费者的热情。

## September 2023

## Fast Fashion - China

“Fast fashion consumption is expected to recover in 2023 as consumers are eager to participate in various outdoor activities, show their personality and taste. Consumers now expect more quality and durable products in a variety of styles from fast fashion. It's high time for fast fashion brands to rekindle consumer ...

## Loungewear - China

“Today's consumers have reached a consensus on wearing loungewear at home, and their consideration of a product's basic value has become more multifaceted. Brands need to take into account consumers' real demands in order to provide products that truly meet their needs. The demand for 'treating yourself' and gifting occasions ...

## August 2023

## 家居服 - China

“消费者如今已达成居家时穿着家居服的共识，且对产品的基础价值有了更多维度的考量，品牌需考虑消费者真实的诉求从而提供满足切实需要的产品。犒劳自己和礼品场景的需求也为家居服/睡衣品类提供了消费升级的契机。消费者对于多种家居服/睡衣风格款式的偏好以及男性消费者对于中式/国风家居服的喜爱为品牌在风格拓展以及客群扩充上提供了新的机遇。而家居服/睡衣与消费者情绪感受息息相关的特性，也提示品牌可以通过多样的活动，让消费者获得身与心的放松和舒缓。”