

February 2021

奥特莱斯店购物 - China

“奥特莱斯购物是消费升级和国内购物需求增加而带动的新趋势。奥特莱斯之前因其品牌 and 价格而具有吸引力。但现在，对于奥特莱斯而言，提供适合消费者的娱乐设施和齐全的入驻品牌是吸引客流量的关键，因为消费者开始将光顾奥特莱斯视为家庭旅行或休闲活动。同时，加快数字化让消费者有更多的机会光顾奥特莱斯，以及在疫情爆发期间和疫情之后吸引和留住高端购物者，做到这几点在长期内会实现收入最大化。”

— 董文慧，研究分析师

时尚意见领袖 - China

“KOL（意见领袖）营销发展如火如荼，但哪些人属于时尚意见领袖尚且没有明确定义。KOL营销成功的秘诀在于信任，只有消费者信任KOL，这种营销形式才能存在。对于KOL来说，要想在行业中保持影响力，真实、诚信、信任和附加价值仍是关键。许多KOL现在正面临来自KOC（意见消费者）或小众KOL的竞争，这种新概念旨在与消费者建立起更紧密的联系。当前，消费者希望通过时尚意见领袖了解的主要是非奢侈品以及较为详细的购物指导。男性时尚和跨品类销售将是未来值得探索的领域。”

— 许昕远，研究分析师

January 2021

Shopping in Outlets - China

“Shopping in outlets is a new trend driven by consumption upgrading and increasing demand for domestic shopping. Outlets used to be attractive because of their brands and prices. But now, for outlets, providing consumer-friendly entertainment facilities with comprehensive brand portfolios is key to luring more footfalls, since consumers are beginning ...

Fashion Influencers - China

“KOL marketing is particularly strong; however there is no exact definition of what a fashion influencer is. The secret behind the success of KOL marketing is trust, and the marketing form only exists because consumers trust key opinion leaders. For KOLs to stay relevant in the industry, authenticity, integrity, trust ...

设计师品牌 - China

“长期以来，中国的设计师品牌一直受到忽视。但随着年轻一代成为消费主力，设计师品牌开始被更频繁地提及。虽然公众对设计师品牌的认知仍然有限，但对设计师品牌的态度已经发生了变化。在社交网络和名人效应的协同作用下，再加上多品牌集合店和专卖店越来越受欢迎，设计师品牌的价格、质量和口碑将进一步受到肯定。”

— 董文慧，研究分析师

November 2020

Designer Brands - China

“Designer brands have been neglected in China for a long time. But as the younger generation become the major consumption force, designer brands have been mentioned more frequently. Although the public perception of designer brands remains limited, the



Luxury and Fashion - China

attitudes towards designer brands have changed. With
the synergy effect of social ...