

June 2019

文创产品零售 - China

“只有想不到，没有做不到。随着中国消费者在休闲时间寻求智识挑战和娱乐，文创产品零售蕴藏大量潜力和机会。传统零售的边界正在消失，文创场所提供了轻松而又具娱乐性的文化、艺术和购物空间。媒体和娱乐的繁荣发展给产品授权打开了大门。然而，文创产业必须考虑如何让文化娱乐IP衍生品和中国消费者建立情感联系。”

— 王志渊，品类总监，中国

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**Cultural and Creative Products
Retailing - China**

“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. The boundary of traditional retailing is vanishing as cultural and creative venues are providing relaxing and entertaining spaces ...