

## January 2022

### 男士奢侈品 - China

“男性在奢侈品市场中越来越重要，他们对奢侈品的追求与定义变得多样化。他们的需求已脱离炫耀性消费。整体而言，奢侈品对男性的意义更深厚，内涵更丰富。早期，他们对奢侈品品类的偏好更侧重于电子产品；当他们变得更富裕时，则会寻求时尚产品。尽管大多数时候，他们是奢侈品的收礼者，但随着他们更注重通过社交媒体搜索奢侈品信息，给自己买奢侈品的趋势也在许多场景中兴起。善于捕捉男性个性、并帮助他们实现独特的自我表达的奢侈品牌将在未来大获成功。”

— 董文慧，研究分析师

### Luxury for Men - China

“Men are becoming increasingly important in the luxury market, with their pursuit and definition of luxury goods become diverse. Their demands shifting away from conspicuous consumption and luxuries overall are having more meaningful and rich connotations for them. Their preference of luxury categories being more focused on digital products at ...

## November 2021

### 奢侈品配饰 - China

“近年来，奢侈品配饰一直是消费者送礼和犒劳自己的首选。不过，消费者的态度和购物习惯在不断变化：购买决策变得越来越理性，在选购品牌时也会进行更全面的考虑。消费者会欣然接受能带给他们身份认同和独特性的产品，即使购买二手奢侈品也会如此，因为他们希望在自身与品牌和产品之间建立更深刻的连结。”

— 董文慧，研究分析师

## October 2021

### Luxury Accessories - China

“Luxury accessories have been the first choice for consumers when gifting and treating themselves in recent years. But consumers' attitudes and shopping habits are constantly changing. Their purchases have become increasingly rational, and more comprehensive when shopping for brands. They will readily accept products that bring them identity and uniqueness ...