

October 2022

中性化时尚 - China

"并非所有人都是出于精神追求而购买中性化产品，但大部分中国消费者接受中性化趋势所表达的自由与极简概念。舒适感与放松感的终极感受是中性化产品人气不断上升的原因。"

较之对传统的顾虑，相似度太高和缺乏独特性是提及最多的购买阻碍。品牌需要在二元性别的局限之外丰富中性化风格，来适应更多场合并满足各种需求。更重要的是，仅仅‘顺应社会潮流’有其风险。明智的消费者十分清楚产品和营销活动所传达的道德信息是否一致。"

September 2022

Gender-neutral Fashion - China

"Not everyone buys gender-neutral products for spiritual reasons, but most Chinese consumers welcome the freedom and minimalism expressed in gender-neutral trends. The ultimate feeling of comfort and relaxation is why gender-neutral products continue to rise in popularity."

Too much similarity and lack of uniqueness are the most mentioned purchase barriers ...

对奢侈品的态度 - China

"犒劳自己日益成为消费者花费的重要动因，且这一点特别明显地体现在他们对奢侈品的定义。消费者对奢侈品的定义已演变至与精神享受相关联的词语，如“自我享受”和“令人愉悦”。这说明消费者珍视拥有奢侈品的美好体验和感受，胜于奢侈品本身。如今中国消费者对本土文化和传统非常自豪，因此国际奢侈品牌需特别关注他们对此的观点，并采用更好的方式与他们建立联系。彰显对中国文化的深入了解和尊重，以及走近本地消费者的生活可成为奢侈品牌在中国市场蓬勃发展的制胜策略。"

— 董文慧，研究分析师

奢侈品与数字化 - China

"中国消费者是对线上奢侈品购物接受最迅速、态度最开明的群体之一，此外，新冠疫情加快了奢侈品品牌拥抱电商的速度。然而，数字化不仅是另一种销售渠道，而应作为全渠道零售和消费者品牌体验不可或缺的组成部分。数字化也不存在万能方法。除了在购买转化率方面仍然领先的头部电商平台外，各类数字化渠道都有自身优势，值得品牌部署。"

— 董文慧，研究分析师

August 2022

Attitudes towards Luxury - China

"Treating oneself is increasingly becoming an important driver for consumers' spending, and it is particularly true when looking at consumers' definitions of luxury which has evolved towards words that evoke spiritual

Digitalisation in Luxury - China

"Chinese consumers are among the quickest and most open to adopting online luxury shopping and COVID-19 has accelerated the speed luxury brands are embracing ecommerce. However, digitalisation is not just another



Luxury and Fashion - China

enjoyment, such as “indulgence” and “pleasure”. Consumers value the nice experience and feelings brought about by having a luxury ...

sales channel but should be an integral part of omnichannel retailing and consumer experience with the brand. There is ...