

Attitudes towards Fashion - China - July 2018

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“Fashion items have always been viewed as the demonstration of a person’s personality, taste and status. People now also care about how they purchase fashion because they want to feel smart, relaxed and fun in the process. Despite the fast-growing e-commerce market, in-store services and interaction with store clerks are crucial in generating brand favourability and purchase intention.”

- Alina Ma, Associate Director

This report looks at the following areas:

- **Should fashion brands be more lifestyle?**
- **Role of internet celebrities in the fashion world: bigger reach, trendier and more genuine**

Chinese people's fashion sense has evolved dramatically in the last decade, leading to a fast-growing fashion market in China and accordingly presenting opportunities and innovations for companies of different brand tiers to expand brand awareness and product lines in the region.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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