

Fashion Retailing - China - November 2019

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Sustainability: an add-on statement rather than main selling point
- Build a personal connection with consumers
- How to solve the pain point in fashion gifting

Meanwhile, consumers now also have higher expectations in every aspect of fashion, from quality, style-matching, to brand value and brand message. Mintel has also noticed that the online shopping platforms are transforming from being a channel to an integrated source of fashion. They have become a one-stop place that consumers can gather fashion information, find fashion inspirations, read reviews and make the final purchase."



"Chinese urbanities are quickly evolving into fashion-conscious consumers that want to look well-dressed and express their individuality, including when they are in sportswear. The athleisure trend is not expected to die down in the near future, although it has been on trend for years."

- Summer Xia, Research Analyst

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