

Designer Brands - China - November 2020

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This report looks at the following areas:

Chinese consumers' sense of fashion design and aesthetic has evolved in the past years, offering a good environment for the development of designer brands. The blossoming growth of social media also shortens the distance between people and fashion, and saves time for consumers' consumption.

The rising trend of Guochao both online and offline also gives designer brands more chances to make innovations so as to impress their consumers. Although the standing environment is flourishing, designer brands must come up with a core competency to let more people know about them and also a solid relationship with their existing consumers in order to achieve long-term growth.



"Designer brands have been neglected in China for a long time. But as the younger generation become the major consumption force, designer brands have been mentioned more frequently. Although the public perception of designer brands remains limited, the attitudes towards designer brands have changed."

– Jocelyn Dong, Research Analyst

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