Fashion Influencers - China - November 2020

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"KOL marketing is particularly strong; however there is no exact definition of what a fashion influencer is. The secret behind the success of KOL marketing is trust, and the marketing form only exists because consumers trust key opinion leaders. For KOLs to stay relevant in the industry, authenticity, integrity, trust and added value are still key."

– Xinyuan Xu, Research Analyst

This report looks at the following areas:

- **Key Opinion Leaders in selling or influencing**
- **Blurring industry expertise in the KOL industry**
- **Fashion marketing to men**

KOL commerce has been a popular way for brands to promote their products for a while now and, as it has become a particularly notable form of marketing in China, consumers want more connection and trust than ever. This specialist type of promotion is evolving to include more expertise as to product information, purchase channels, and building long term trust.

This Report covers consumers' preferences towards different types of influencers in the fashion industry, their viewing platforms, viewing frequencies and the content they are interested in. This Report also discusses consumers' interactive engagements with influencers and how influencers could impact consumers' fashion purchase consideration. Focusing on the key pain points in the purchase process fashion influencers have the most impact on, this Report provides brands with new perspectives to build effective influencer marketing strategies.

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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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