

Fashion Influencers - China - 2021

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Favourite digital content platforms by fashion KOLs' followers.
- Attractive characteristics of fashion KOLs that drive consumers to follow up.
- How consumers define professionalism towards fashion KOLs.
- What kinds of content fashion KOLs produced may drive follow-ups to increase.
- What extending products recommended by fashion KOLs are more appealing to consumers to buy.
- Consumers' attitudes towards fashion KOLs.

Fashion influencers have become increasingly mature on the social network. They are also admitted by consumers who are interested in fashion day by day. With quick development of different social media, fashion influencers also keep up with trend. Where the consumers are, the fashion KOLs go.

Although Xiaohongshu and Weibo used to be the main battlefield for fashion KOLs to compete for, Douyin is also catching up since consumers are getting increasingly interested in short videos and being less patient. Meanwhile, the younger population are becoming the main consumption force gradually.

In terms of content, consumers are constantly looking for professional and real sharing. In addition to that, consumers also want to participate on some deep talk related to social stigmas, for example the mainstream of aesthetic, such as the fat or small girls' dressing style and what is the real free dressing.

With consumers getting more recognition of a fashion look, their attention is not only focused on the dressing but also the mental pleasure and social ideology, which requires fashion influencers to be more sensitive and insightful in producing fashion content on social media. And their opinions on hot topics with deeper and critical opinions are more welcome by their followers.



"Fashion influencers have been increasingly important for consumers when making purchase decisions. With the vigorous development of social media, fashion KOLs keep adapting new ways to connect with consumers."

- Jocelyn Dong, Research Analyst

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Definitions**

EXECUTIVE SUMMARY

- **The market**
- **The consumer**
Figure 1: The comparison of usage of platforms for following fashion KOLs, 2020 and 2021
- **Douyin is rising and other platforms retain attention for fashion KOLs**
Figure 2: Usage of platforms for following fashion KOLs, 2021
- **Spiritual connection is important**
Figure 3: Fashion KOLs' characteristics that attract follow-ups on social media, 2021
- **Standards of professionalism are higher**
Figure 4: Definition of professionalism towards fashion KOLs, 2021
- **Videos and interactive content getting popular**
Figure 5: Fashion KOLs' content that influences shopping decisions, 2021
- **The idea of fashion is extended**
Figure 6: Wish-to-buy products recommended by fashion KOLs, 2021
- **Fashion KOLs retain high voice, male KOLs may rise**
Figure 7: Attitudes towards fashion KOLs, 2021
- **What we think**

ISSUES AND INSIGHTS

- **Mix professionalism with affinity**
- **The facts**
- **The implications**
Figure 8: Fashion KOLs' posts on Xiaohongshu, 2021
- **Expanding opportunity into health fads**
- **The facts**
- **The implications**
Figure 9: Posts on Xiaohongshu, 2021
- **The potential of male KOLs**
- **The facts**
- **The implications**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 10: Incentive plan for men-related content by Xiaohongshu, 2021

WHAT'S IN

- **Introducing fashion via variety shows helps to catch people's eyes**
Figure 11: Fourtury, 2021
Figure 12: China, Trending Now, 2021
- **Tighter bonding with fashion brands on social media**
Figure 13: Viya cooperated with Gucci in livestreaming room, 2019
Figure 14: Li Jiaqi cooperated with Bottega Veneta, 2020

WHAT'S NEXT

- **KOS become the next trends for fashion KOLs**
Figure 15: KOS recruitment on Douyin, 2021
- **Deep talk catches the eye**
Figure 16: Posts on Xiaohongshu, 2021
- **Diversified identities will be attractive**
Figure 17: Ling Licheng's posts on Instagram, 2020
Figure 18: Lamu Yangzi's post on Weibo, 2019

USAGE OF PLATFORMS

- **Rising fashion KOLs in Douyin**
Figure 19: Usage of platforms for following fashion KOLs, 2021
Figure 20: The frequency of following more KOLs, by monthly personal income, 2021
Figure 21: Attracting characteristics of KOLs, by monthly personal income, 2021
Figure 22: Usage of platforms for following fashion KOLs who are being followed more, by monthly personal income, 2021
- **Graphic platform popularised in tier 1 cities**
Figure 23: Usage of platforms for following fashion KOLs, by city tier, 2021
- **Bilibili for youngsters**
Figure 24: Usage of Bilibili and Kuaishou for following fashion KOLs, by age, 2021

CHARACTERISTICS OF FASHION INFLUENCERS

- **The need for mental pleasure**
Figure 25: Fashion KOLs' characteristics that attract follow-ups on social media, 2021
- **Distinctive language expression favoured by youngsters**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 26: Selected fashion KOLs' characteristics that attract follow-ups on social media, by gender and generation, 2021

- **Higher degree, higher standard**

Figure 27: Selected fashion KOLs' characteristics that attract follow-ups on social media, by education level, 2021

PROFESSIONALISM TO FASHION INFLUENCERS

- **Knowledge and content are the keys**

Figure 28: Definition of professionalism towards fashion KOLs, 2021

- **Education background and experience are preferred by elite**

Figure 29: Selected definition of professionalism and attracting features towards fashion KOLs, by education level and monthly personal income, 2021

Figure 30: Selected definition of professionalism towards fashion KOLs, by monthly personal income, 2021

- **Marketing to youngsters by persistence**

Figure 31: Selected definition of professionalism towards fashion KOLs, by generation, 2021

CONTENT THAT INFLUENCES SHOPPING DECISIONS

- **Short video for recommendations and reviews**

Figure 32: Fashion KOLs' content that influences shopping decisions, 2021

Figure 33: Fashion KOLs' content that influences shopping decisions, 2021

- **Livestreaming for real-time activity**

Figure 34: Fashion KOLs' content that influences shopping decisions, 2021

- **Medium and long videos also get a chance**

Figure 35: Fashion KOLs' content that influences shopping decisions, by city tier, 2021

- **Educated consumers are more keen on comprehensive content**

Figure 36: Fashion KOLs' content that influences shopping decisions, by education level, 2021

PRODUCTS RECOMMENDED BY FASHION INFLUENCERS

- **General consumer goods are possible to extend via fashion KOLs**

Figure 37: Wish-to-buy products recommended by fashion KOLs, 2021

Figure 38: Posts on Xiaohongshu, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 39: Selected wish-to-buy products recommended by fashion KOLs, by monthly personal income, 2021

Figure 40: Selected wish-to-buy products recommended by fashion KOLs, by gender, 2021

Figure 41: Posts on Xiaohongshu, 2021

- **Marketing to lower tiers**

Figure 42: Selected wish-to-buy products recommended by fashion KOLs, by city tier, 2021

ATTITUDES TOWARDS FASHION INFLUENCERS

- **Fashion KOLs have strong voice**

Figure 43: Selected attitudes towards fashion KOLs, 2021

Figure 44: Attitudes towards buying KOLs' own brands, by city tier and monthly personal income, 2021

- **The opportunity for male KOLs**

Figure 45: Attitudes towards fashion KOLs' gender in purchasing decision, by gender, 2021

Figure 46: Attitudes towards fashion KOLs' appearance, by gender, 2021

- **Consumers in lower tier cities are more inclusive**

Figure 47: Attitudes towards fashion KOLs' own brands, by city tier, 2021

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.