

Attitudes towards Street Fashion – China – 2022

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This report looks at the following areas:

- Engagement in street fashion activities
- Consumers' spending on street fashion products
- Channels to learn about street fashion
- Consumers' perception of street fashion
- Consumers' reasons for interest in street fashion
- Consumers' attitudes towards different aspects of street fashion, including the audiences, the aesthetics, the value of street fashion brands and the localisation of street fashion

Street fashion has 20 years of development in China, evolving from a small interest group to a prevalent trend among consumers, especially young consumers. According to Mintel's data, most respondents (98%) have purchased street fashion-related products. A factor in this is people's growing demand for personalisation. Characteristics of street fashion, such as highlighting individuality and pursuing freedom, align with consumers' expectations.

However, Chinese consumers have yet to form a unified perception of street fashion. People pay more attention to the exterior design of street fashion and have less understanding of its spiritual core. How to retain consumers and establish loyalty is a challenge for street fashion brands. Brands need to continuously communicate values and brand concepts so that consumers can identify with them on a spiritual level beyond the products themselves.

Developing an urban street style could be a good opportunity for brands. As consumers seek to express their individuality, they hope to be able to apply it in daily life. Brands need to see product design as a core competency. They should stay focused on designs that balance avant-garde and daily wear.



“China's street fashion market has rapidly expanded among young consumers in recent years and has been recognised by mainstream consumption power. But people's perceptions of street fashion are still shaped more by the exterior design than the spiritual value it represents.”

– Blair Zhang, Senior Research Analyst

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