

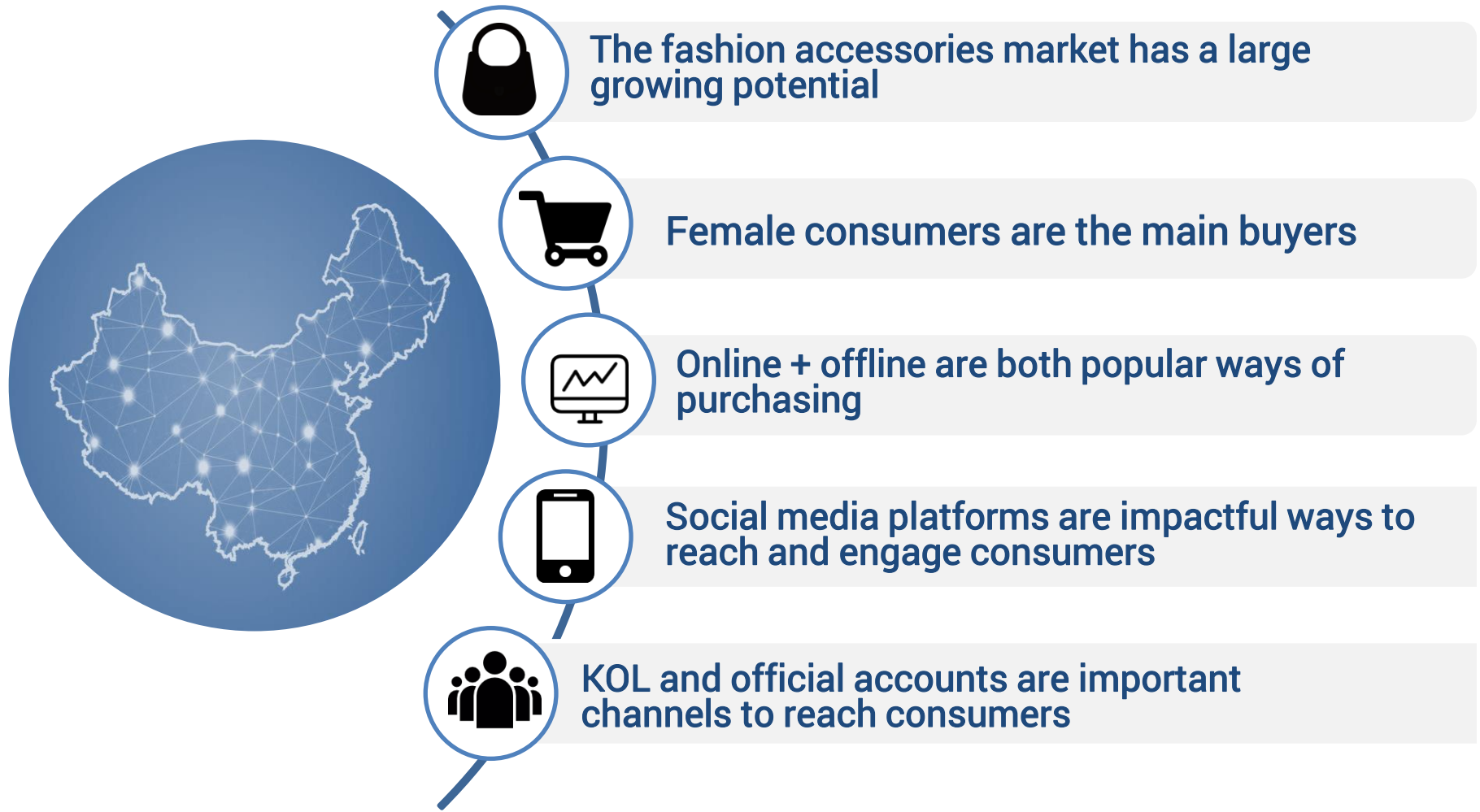



daxueconsulting
beijing shanghai

FASHION ACCESSORIES MARKET IN CHINA

2018 DAXUE CONSULTING
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Key findings of fashion accessories market in China



Market drivers for international brands in China

1.

Increased income leads to a consumption upgrade

2.

Increasing popularity of international brands

3.

Rising social media platforms are helping international brands reach consumers in China

4.

Cross-border e-commerce platforms are providing best distribution channels

5.

No single brand dominates the market

CONSUMPTION ANALYSIS

Chinese consumers have a very large choice of products, from local to international brands, so they are very concerned about the quality, design and small details.

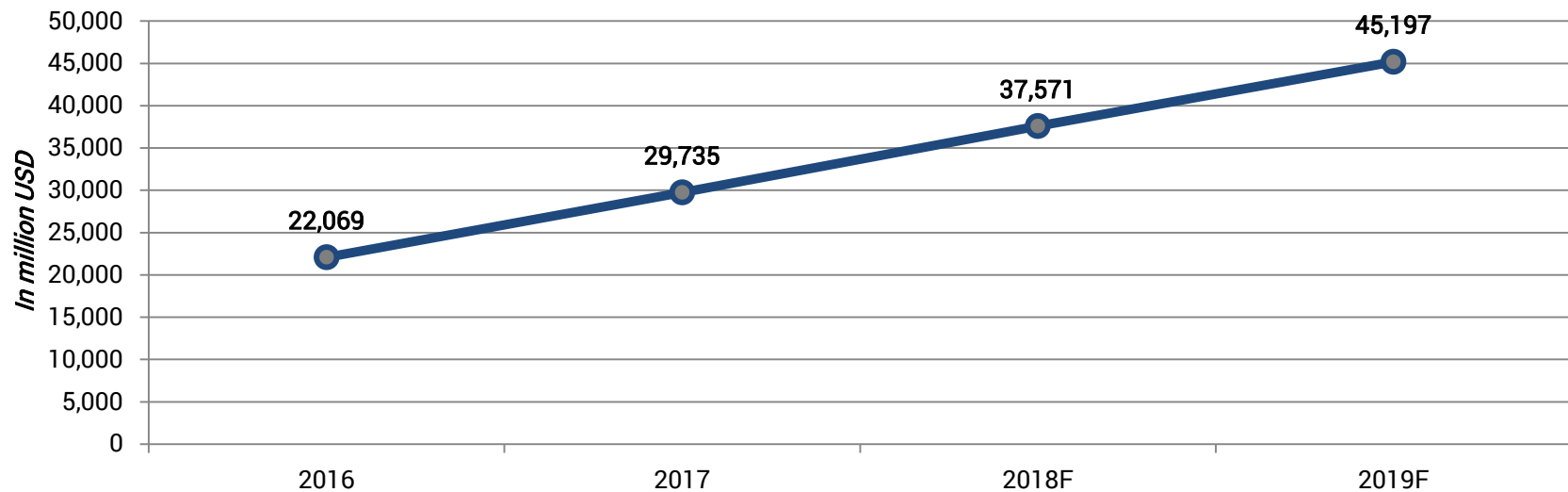
— Claire Gerard, Project manager of Daxue consulting

Consumption and market size in China

China's fashion accessories market has been growing rapidly since 2016.

Most market segments of fashion accessories are rising. China is the second largest jewellery market in the world (around 671 billion RMB market size 2017) and it's still growing.

Sales revenue of Fashion Bags & Accessories in China (*million USD–2016-2019*)



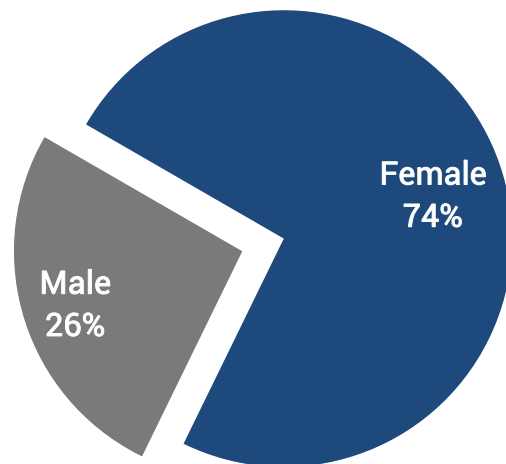
Source: ECOMMERCE REPORT 2018 - FASHION

Consumer analysis: young women are the main consumers

Young women are the main consumers of fashion products/brands in China.

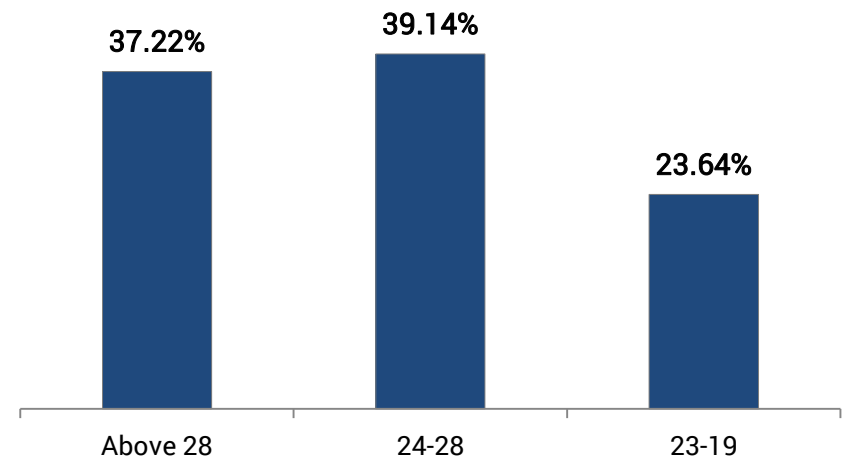
Young consumers care about people's comments on their outfits and accessories.

Gender distribution of fashion consumers in China (percentage – 2018)



Source: White book of China's new generation fashion consumption

Age distribution of fashion consumers in China (percentage – 2018)



Source: White book of China's new generation fashion consumption

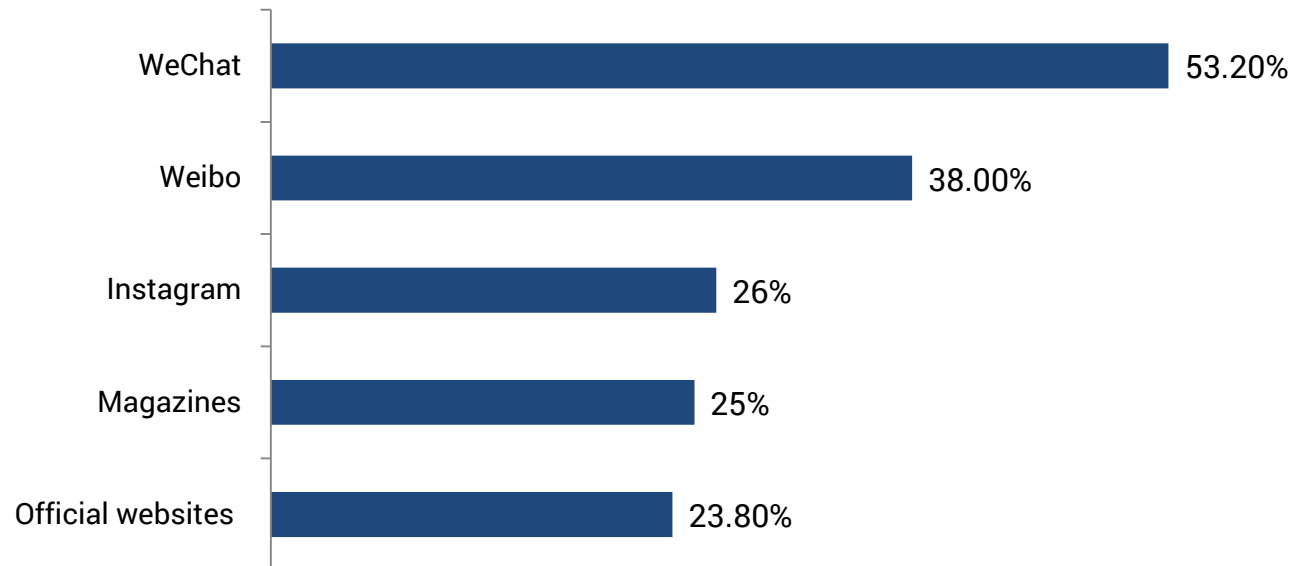
Consumer analysis: fashion info received mainly trough social media platforms

WeChat and Weibo are significant promotion channels for fashion accessories brands.

Instagram can be considered as a important promotion channel among all relevant mobile apps.

For international brands, a good official websites (Chinese language) will increase their visibilities.

Main channels for China's consumers to receive fashion info *(percentage-2017)*



Source: Report of China fashion consumption survey

Baidu Index – Interest trends per segment (1/2)

During the Valentine's Day in February and jewellery exhibition in October, the search number of jewellery grew rapidly.

The search index of sunglasses was high between February and August, when it is the time for spring and summer.



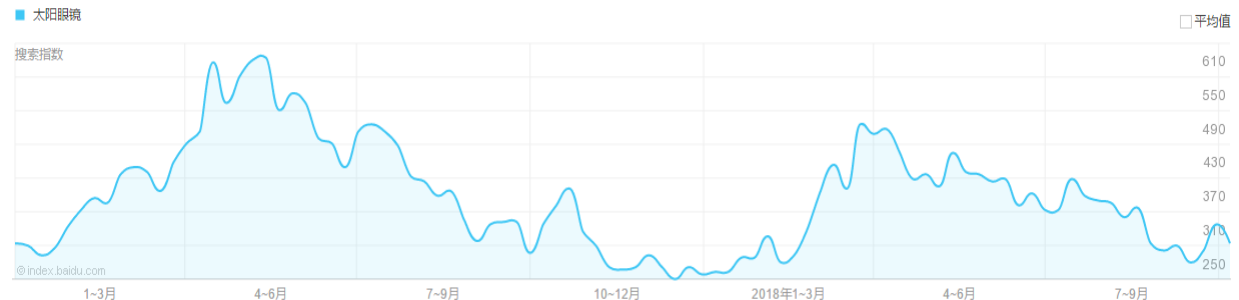
Baidu is the #1 search engine in China. The volume of search (more than ¾ of the total search made on Chinese Internet) exhibits the market digital trends

The data from 2017.1 – 2018.10



The search keyword “jewelry”
on Baidu index

The data from 2017.1 – 2018.10



The search keyword “sunglasses” on Baidu index

Baidu Index – Interest trends per segment (2/2)

The search number of watch was significantly high in May 2017, because CASIO launched new products during the same period.

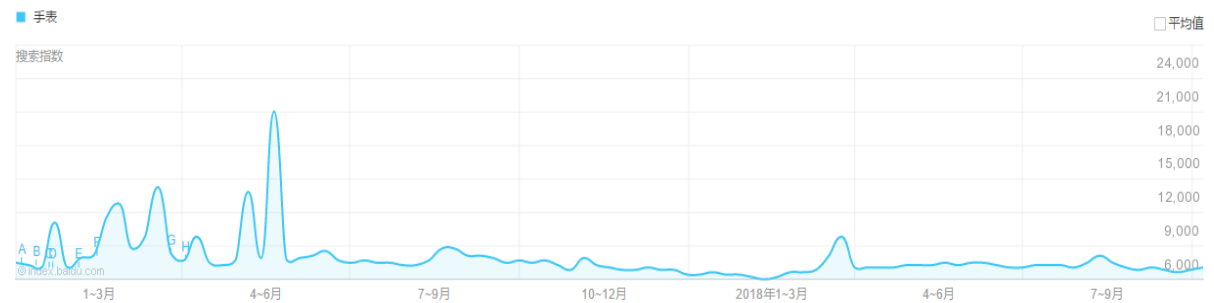
The search index of handbags was high during December 2017 and January 2018, when several brands launched new products.



Baidu is the #1 search engine in China. The volume of search (more than ¾ of the total search made on Chinese Internet) exhibits the market digital trends

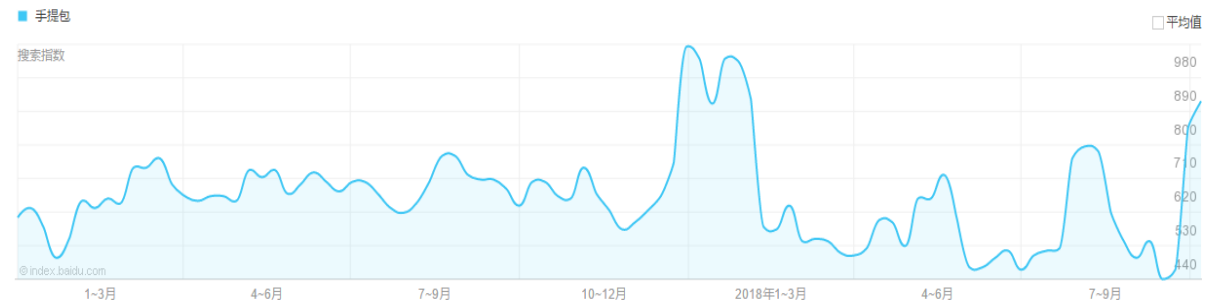
The search keyword “watch”
on Baidu index

The data from 2017.1 – 2018.10



The search keyword “handbags”
on Baidu index

The data from 2017.1 – 2018.10

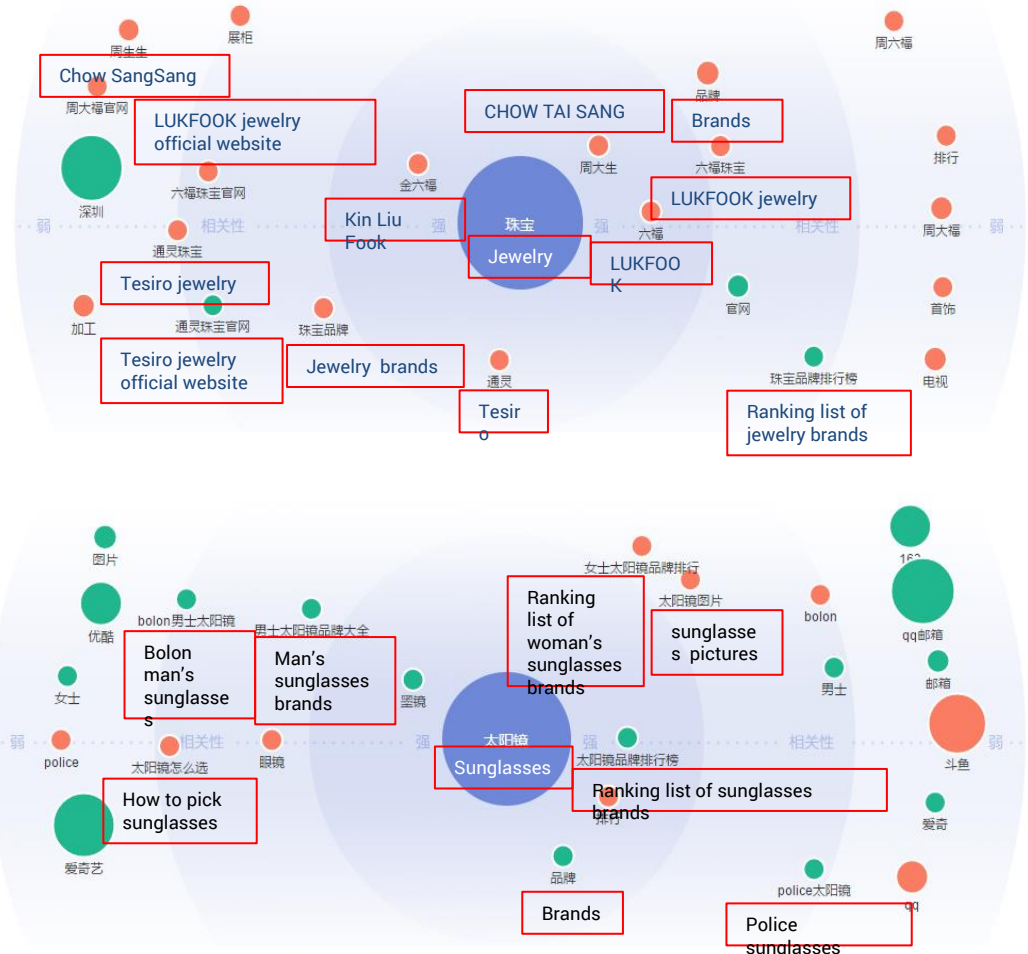


Baidu Index – Semantic analysis (1/2)

The most related words to “jewelry” consist of relevant brands, such as LUKFOOK, Tesiro, Chow TaiSang, and etc.

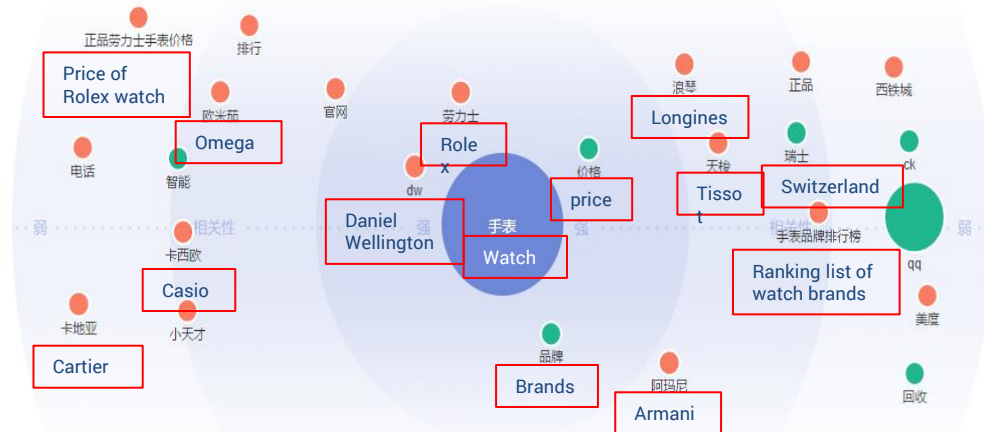
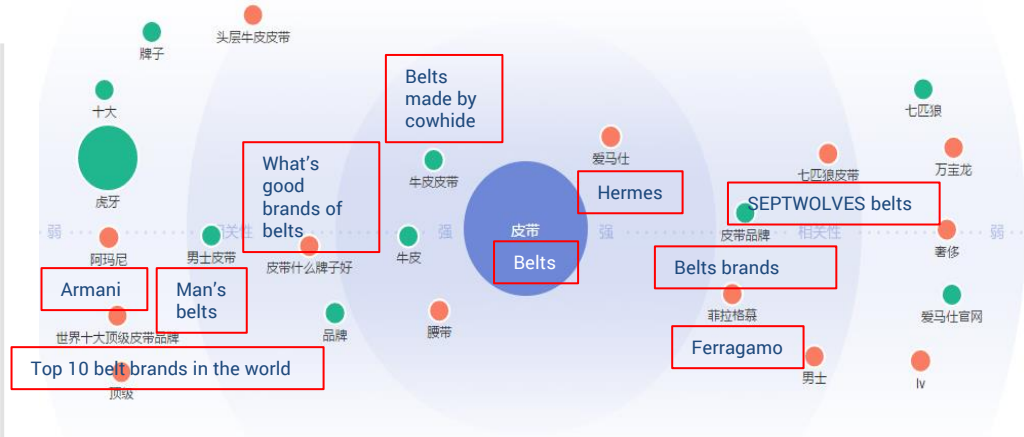
Most of those brands come from Hong Kong and Guangdong province.

The most related words to “sunglasses” are man and woman’s sunglasses brands, and how to pick sunglasses. All mentioned brands are international brands (Police and Bolon).



The most related keywords to “belts” are mainly consist of relevant brands (Hermes, Ferragamo and etc.), man’s belts and the material cowhide.

The most related keywords to “watch” are price and international brands (Rolex, DW, and etc.), half of those brands come from Switzerland.



Zhihu questions – consumer concerns & need of information

About 70% questions on Zhihu about fashion accessories are brands recommendation based on prices, gender and seasons.

International brands are more popular than domestic brands among those answers.

Half of questions and answers related to women's fashion accessories.

知乎

Zhihu is the first Q&A website. in China, and has transitioned to a social media sharing platform gathering more than 100 million answers on various topics. The platform is especially relevant to reach higher-, well-educated social classes

有哪些千元内值得购买的配饰（手链，项链等）？



叶子晚秋，公众号：陪你想礼物 / living in the moment

163 人赞同了该回答

TOUS是西班牙首饰品牌，是一个跨国际的珠宝品牌，tous家族一直服务于西班牙王室，正式进入中国市场才两年前，所以也是一款不容易撞款的小众首饰。最经典的就是逃丝熊的形象了，送她一只软萌又害羞的小熊吧。

男生需要的基本款配饰有哪些？

有调App：在更新了一拨夏日适合男生的基本配饰后，勤劳的我又来给大家更新秋冬季节男生必备的时尚潮品，帮大家变成时尚潮人了。手链&项... 阅读全文

赞同 233



19 条评论

Kiel James Patrick

这是一个来自美国的品牌，散发着美式潮流复古气息，以多圈缠绕和船锚的经典造型为主，很适合男生戴，并且有多种配色可选。比较经典的有Jack Fitz和Peter Wence。

Are there any good accessories lower than 1,000 RMB?

TOUS is a jewelry brand from Spain, it entered Chinese market 2 years ago, it's still a niche brand. "Tous Bear" is the most classic image of this brand.

What are the basic accessories for men? Kiel James Patrick is a hand strings brand from USA, it owns American vintage style. Anchor is the main design of its products. Jack and Peter Wence are classic styles.



Social media analysis - Wechat

Women's fashion accessories (brands and products) are main topics of most posts on WeChat.

In addition to big brands, some niche brands (international) are mentioned by many posts, which means they own lots of potential consumers in China.



Wechat is the #1 social media in China and an absolute must-have for a market entry promotion. It accounts for over 1 billion active users

少女与她们的时髦配饰

Peet Dullaert

"Inspired by confidence. Tailored to Liberate"



This post is about the summer fashion accessories of fashion brand Zippo (之宝). The main product is lighter with fashion patterns.

There are 8,948 views, 26 likes.

This post is about fashion accessories of girls / young women. It introduces some international brands such as Alighieri and Sophie Buhai (苏菲布哈).

There are 9,680 views, 47 likes and about 20 comments.

Zippo夏季时尚配饰图鉴了解一下？

Zippo之宝 7月28日





Sina Weibo is a microblogging site with nearly 400 million monthly users, and is a well leveraged platform to spread marketing campaign on Chinese Internet

Social media analysis - Weibo

Women's products are the main content of most posts about fashion accessories on Weibo.

Jewellery is the most popular topic among all posts about fashion accessories. There are more than 60% posts related to Jewellery.



This post introduced the coin necklace. Coin necklace is a rising product of fashion accessories and can match different colors, it is favored by fashion KOLs

There are 200 shares, 123 likes and 102 comments.

“The sunglasses of Josphere series are the best fashion accessories for each trip.”

—— 刘季涵 (Liu Jihan) Josephine, the design director of Josphere company.

There are 46 shares, 42 likes and 20 comments.



Context of consumption in China

On the most popular social media platforms in China, 80% of posts about fashion accessories are women's products.

Jewellery (necklace, earrings, rings and etc.) can be considered as the most popular segment among all kinds of fashion accessories.



This picture has been shared on Baidu Teiba. Baidu Teiba is a popular online community that heavily integrates Baidu's search engine



This picture has been share by a fashion KOL “聂塔塔tata”, who has 23,501 followers on her Weibo account.

Online trends : consumer perception

The positive feedback mainly focused on products' appearance and delivery service.
Negative feedback focused on unsuitable size, received different products and high price.
The number of positive comments is far more than negative comments for most products on those platforms.

十分好看了，作为第一条choker很满意、快递也很给力

w***6 (匿名)

08.17

It looks very nice, very satisfied the first choker, delivery is also good.



购***哥



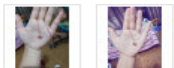
很好看的项链，时尚大气，不掉漆，下次还来买。

2018年10月07日 17:11 颜色分类: 7毫米 链60厘米周长

The necklace looks very nice, fashionable, no peeling, will also buy it next time.



吊坠很好看，本人很喜欢，会推荐给朋友的



The pendant looks very nice, I like it and will recommend to friends

感觉买贵了，别人的跟这个一样，比他多好几倍的价格。

04.13

It's expensive, same style with other sellers' products, but price is several times of others.



a***4



大小不合适，18太大，17太小

2018年07月31日 14:24 颜色分类: 17号（不刻字）

The size doesn't match, No.18 is too big and No.17 is too small




收到的东西跟订的不一样，说补一条一直没看到东西，差评

925银不过敏 40CM元宝链 2018-07-18 11:45

Received product is different from the one I ordered, haven't received new one that promised by seller.

COMPETITION ANALYSIS



Female consumers are willing to spend more on their outfits than any other categories to enhance their appearances.

—Min Chun, Project leader of Daxue consulting

Competition analysis: Wallets

Most international and domestic brands have built official stores/ flagship stores on main shopping platforms.

International brands mainly focused on high-end products, China's brands working on mass market and high-end market.

Name	International vs Domestic	Number of followers on WeChat	Presence on Tmall/Taobao and JD	Top seller price on Tmall
Goldlion (金利来)	Domestics	456,985	Yes	269 RMB
SEPTWOLVES (七匹狼)	Domestics	100,330	Yes	59 RMB
Coach (蔻驰)	International	100,001,0	Yes	548 RMB
Pierre cardin (皮尔卡丹)	International	4,792	Yes	269 RMB

Competition analysis: Watches

International brands are mainly come from a few countries: Switzerland, Japan and USA.

Domestic and international brands focusing on both mass market and high-end market.

Name	International vs Domestic	Number of followers on WeChat	Presence on Tmall/Taobao and JD	Top seller price on Tmall
FIYTA (飞亚达)	Domestic	46,140	Yes	829 RMB
Rossini (罗西尼)	Domestic	51,755	Yes	1,399 RMB
Tissot (天梭)	International	226,240	Yes	3,199 RMB
Casio (卡西欧)	International	90,100	Yes	319 RMB

Competition analysis: Handbags

International brands mainly focus on the luxury market, domestic brands target mass markets.

Most of handbag brands have built official accounts on main social media platforms in China, such as WeChat and Weibo.

Name	International vs Domestic	Number of followers on WeChat	Presence on Tmall/Taobao and JD	Top seller price on Tmall
Honggu (红谷)	Domestic	12,655	Yes	618 RMB
SEPTWOLVES (七匹狼)	Domestic	100,330	Yes	399 RMB
LV (路易威登)	International	323,104	Yes	8,130 RMB
Prada (普拉达)	International	307,740	Yes	2,099 RMB

Competition analysis: Sunglasses

Most international and domestic brands have built official / flagship stores on main shopping platforms.
Most brands have built official accounts on main social media platforms for product promotion, such as WeChat and Weibo.

Name	International vs Domestic	Number of followers on WeChat	Presence on Tmall/Taobao and JD	Top seller price on Tmall
Molsion (莫里森)	Domestics	29,080	Yes	509 RMB
Prsr (帕莎)	Domestics	32,485	Yes	336 RMB
Rayban (雷朋)	International	114,480	Yes	799 RMB
Oakley (欧克利)	International	59,915	Yes	1,318 RMB

Competition analysis: Jewelry

Diamonds are the most important products of international brands, jade products are mainly from domestic brands (a few of international brands also have jade products).

Golden and silver products are provided by most jewellery brands.

Name	International vs Domestic	Number of followers on WeChat	Presence on Tmall/Taobao and JD	Top seller price on Tmall
Luk Fook (六福)	Domestics	112,770	Yes	716 RMB
CHJ (潮宏基)	Domestics	40,295	Yes	377 RMB
Tesiro (通灵)	International	168,450	Yes	2,080 RMB
Tiffany (蒂芙尼)	International	669,910	Yes	1,700 RMB

E-commerce landscape of the category

The price range of jewellery is very large on Tmall and JD. The most expensive SKU can be considered as true luxury products.

The top seller is high cost-effective product.

Top selling SKU

• Miss Sally
• 109.9 RMB

Price range of the category

• 9.9 RMB
• 183,733 RMB

Average price

• 91,870 RMB

Ratio top selling price vs average price

• 0.12%
• Market still driven by price

Most expensive SKU



Cheapest SKU



Top seller SKU



莎小姐s925银时尚耳环女日韩气质珍珠镶钻精美耳钉简约银耳饰品
深海母贝 圆润光滑 精美包装 代写贺卡

价格 ¥479.00
促销价 **¥109.90** 优惠促销

运费 福建厦门 至 上海 快递: 0.00

月销量 **21493** | 累计评价 **26009** | 送天猫积分 **54**



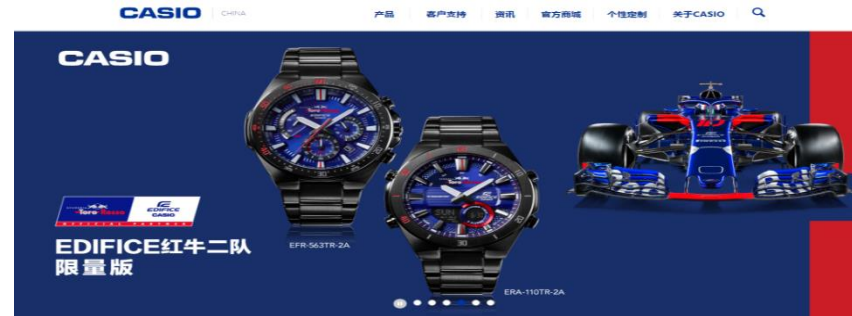
数量 1 件 库存3304件

Business cases – Casio (卡西欧) Digital activity

Casio watch has been sold on most popular e-commerce platforms in China, such as Tmall/Taobao, JD and etc.

The brand owns official stores on the main e-commerce platforms in China.

Based on the comments from JD, most consumers gave positive feedback about Casio watches.



<http://www.casio.com.cn/>

Platform	Presence	Official account	Volume (sales, product reviews or traffic)
Casio.com.cn	Yes	No	Monthly visits are 1.479 million
Tmall	Yes	Yes	Monthly sales volume is 134,850 items
JD.com	Yes	Yes	About 738,000 comments
Kaola	Yes	Yes	82,318 followers on Kaola
Xiaohongshu			(Unavailable data)
Pinduoduo	Yes	No	Daily sales volume is 113 items

The most related keywords of Casio watch are “Casio official website”, “how to adjust the time on Casio watch” and some competitors (Omega, Cartier, DW and etc.).



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Platform	Presence	Followers	Posting frequency
Wechat	Yes	90,100	4 posts last week
Weibo	Yes	112,079	4,959 posts

DAIGOU HUNTER
by WalktheChat

Via WalktheChat Agency

Business cases – Casio Daigou analysis

The last month sales of Casio watch through Daigou system are mainly came from Tmall.

The top seller (last month) price is 1,490 RMB, which is a higher price among all Casio watches.

Daigou refers to shopping agents who are living overseas and set up an unofficial reselling activity aiming at residents of Mainland China (literal translation means "buying on behalf of"). The platforms used by *Daigou* agents are Taobao, but also Wechat and Weibo for more social-oriented e-commerce.

Last month's sales data

 Total ¥95,445,649	 Tmall ¥70,654,057	 Taobao ¥24,791,592
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Number of products sold

 Total 160,809	 Tmall 120,450	 Taobao 40,359
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Last month's top selling Tmall products

 <p>casio旗舰店GA-110GB男士手表运动黑金防水卡西欧官网G-SHOCK正品</p> <p>Total sales: ¥3,334,620 Price: ¥1,490</p>	 <p>casio旗舰店GA-110GB男士手表运动黑金防水卡西欧官网G-SHOCK正品</p> <p>Total sales: ¥3,334,620 Price: ¥1,490</p>	 <p>卡西欧手表男女情侣学生防水夜光双显太阳能光能石英英男表AQ-S810</p> <p>Total sales: ¥1,706,650 Price: ¥319</p>	 <p>卡西欧手表男女情侣学生防水夜光双显太阳能光能石英英男表AQ-S810</p> <p>Total sales: ¥1,706,650 Price: ¥319</p>
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Brand	Official stores?	Top seller price on Daigou (RMB)	Top seller price on Tmall (RMB)
Casio	Yes	1,490	319

Business cases – *Bolon (暴龙)*

Digital activity

Bolon sunglasses has been sold on main e-commerce platforms in China, such as Tmall/Taobao, JD, Kaola and etc.

The online sales of Bolon sunglasses mainly come from Tmall/Taobao and JD.



<https://www.bolon.cn/ishop/web/theme/bolon/index.html#/>

Platform	Presence	Official account	Volume (sales, product reviews or traffic)
Bolon.com.cn	Yes	Yes	Monthly visits are 29,408
Tmall	Yes	Yes	Monthly sales volume is 17,650 items
JD.com	Yes	Yes	About 5 million comments
Kaola	No	Yes	4,674 followers on Kaola
Xiaohongshu			(Unavailable data)
Pinduoduo	Yes	No	Daily sales are 11 items

Most related keywords of Bolon are “official website of Bolon” and several competitors such as HELEN KELLER and Molsion.



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昨天吃饭，人家给了我一副**暴龙太阳镜**...我以此来表达我特立独行的态度和桀骜不驯的性格



08月07日 17:54 来自 iPhone X

Platform	Presence	Followers	Posting frequency
Wechat	Yes	103,313	4 posts last month
Weibo	Yes	159,895	2,782 posts

Business cases – *Bolon* Daigou analysis

According to the sales and sold items last month of Bolon sunglasses through Daigou system, the price of sold items from Tmall is higher than sold items from Taobao.

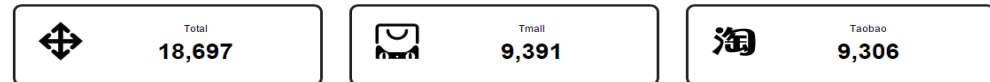
The top seller price is 598 RMB last month, which is slightly lower than the middle price among all Bolon sunglasses products

Daigou refers to shopping agents who are living overseas and set up an unofficial reselling activity aiming at residents of Mainland China (literal translation means "buying on behalf of"). The platforms used by *Daigou* agents are Taobao, but also Wechat and Weibo for more social-oriented e-commerce.

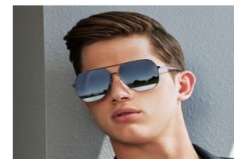
Last month's sales data



Number of products sold



Last month's top selling Tmall products



BOLON暴龙2018新款复古偏光蛤蟆镜男金属框太阳镜墨镜眼镜BL7021

Total sales: ¥478,400
Price: ¥598



BOLON暴龙2018新款复古偏光蛤蟆镜男金属框太阳镜墨镜眼镜BL7021

Total sales: ¥478,400
Price: ¥598



暴龙太阳眼镜男飞行员蛤蟆镜偏光司机镜开车驾驶潮人个性墨镜圆脸

Total sales: ¥252,954
Price: ¥598



暴龙太阳眼镜男飞行员蛤蟆镜偏光司机镜开车驾驶潮人个性墨镜圆脸

Total sales: ¥252,954
Price: ¥598

Brand	Official stores?	Top seller price on Daigou (RMB)	Top seller price on Tmall (RMB)
Bolon	Yes	598	921

Business cases – *Chow Tai Fook (周大福)*

Digital activity

Chow Tai Fook has been sold on most popular e-commerce platforms in China, such as Tmall/Taobao, JD and etc.

The most products of Chow Tai Fook are golden jewellery on Tmall/Taobao, JD and other e-commerce platforms.

Golden necklace is the top seller product on Tmall.



<https://www.ctf.com.cn/zh-hans/>

Platform	Presence	Official account	Volume (sales, product reviews or traffic)
Ctf.com.cn	Yes	No	Monthly visits are 43,032
Tmall	Yes	Yes	Monthly sales volume is about 16,052 items
JD.com	Yes	Yes	About 9 million comments
Kaola	Yes	Yes	About 2,080 products on Kaola
Xiaohongshu			(Unavailable data)
Pinduoduo	Yes	No	Daily sales are 34 items

Most related keywords of Chow Tai Fook are “official website” and similar jewellery brands such as Chow Taiseng, Chow SangSang and etc.

Most feedback and comments from social media about the brand are positive, “beautiful” is the most common description for the products of Chow Tai Fook.



Platform	Presence	Followers	Posting frequency
Wechat	Yes	100,001,0	10 posts last month
Weibo	Yes	481,076	14,703 posts

Business cases – *Chow Tai Fook* Daigou analysis

The last month sales of Chow Tai Fook through Daigou system are mainly came from Tmall.

The top seller price is 391 RMB, which is relatively lower most jewellerly of Chow Tai Fook.

Daigou refers to shopping agents who are living overseas and set up an unofficial reselling activity aiming at residents of Mainland China (literal translation means "buying on behalf of"). The platforms used by *Daigou* agents are Taobao, but also Wechat and Weibo for more social-oriented e-commerce.

This brand is from Hong Kong

Last month's sales data



Number of products sold



Last month's top selling Tmall products



Brand	Official stores?	Top seller price on Daigou (RMB)	Top seller price on Tmall (RMB)
Chow Tai Fook	Yes	391	433

Advertising – case study

Tesiro is a famous jewellery brand from Belgium, the brand mainly focused on diamonds and emeralds products.

Tesiro used two elements to attract Chinese consumers in the advertising video: its emerald products entered outer space through the Shenzhou-7 spacecraft and its products favoured by many Chinese actress.



https://v.youku.com/v_show/id_XODA1Mjg1MjUy.html?spm=a2h0k.11417342.soreults.dtitle

The first part of the video introduced the high reputation of Tesiro, mentioned two important things: the brand is the appointed jewellery of Berlin International Film Festival and it's the first jewelry entered the outer space.
The second part focused on its products (Tesiro's products consist of diamonds and emeralds) and good performance in China's market.
The third part showed the brand favored by many popular stars and it's planning to expand business in China.

Brand naming – case studies

As international brands, same / similar pronunciation is the most common way for translating their names.

However, some brands' Chinese names showed different meanings with their original names.

Chinese brands like using characters with positive values.

Casio

- 卡西欧 (Kaxiou) is the Chinese translation of Casio.
- It is a typical translation based on same pronunciation without special meanings.

Bolon

- 暴龙 (Baolong) is the Chinese translation of Bolon, which means "tyrannosaurus".
- Its' showing a defiant and sharp image to consumers.

Chow Tai Fook

- 周大福 (Zhou Da Fu) is the mandarin pronunciation of the originally Cantonese brand.
- “周” is the last name of the founder, “大” means big, “福” means good fortune.

Chinese women are paying greater attention to fashion news, and browsing fashion information is becoming an essential part of their daily life.

——Min Chun, Project leader of Daxue consulting

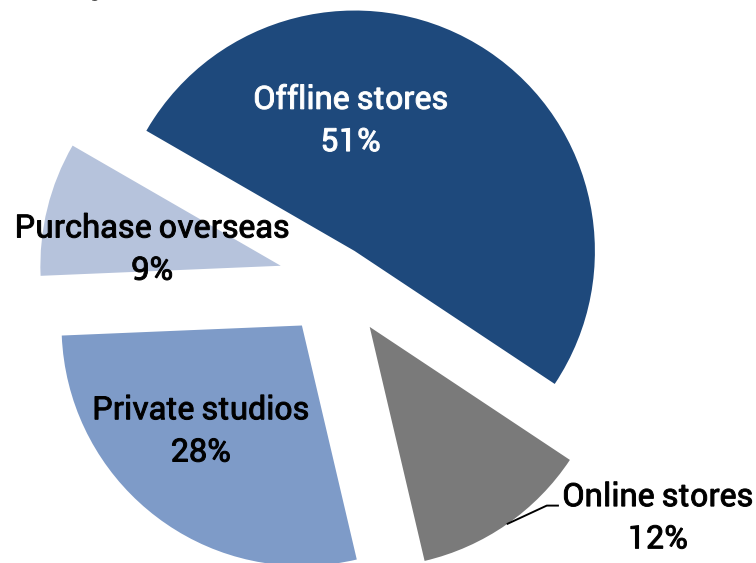
Distribution and promotion in China: Offline stores are the mainstream

In 2017, offline stores were still the main distribution channels (more than half) of jewellery products/brands in China.

More than 90% jewellery consumptions have been occupied by offline stores, private studios and online stores in 2017.

Professional service is one of the most important advantages of offline jewellery stores (specialized stores).

Shares of jewelry distribution channels (percentage –2017)



Source: 2018 China jewelry market analysis report

Online retail Coverage in China

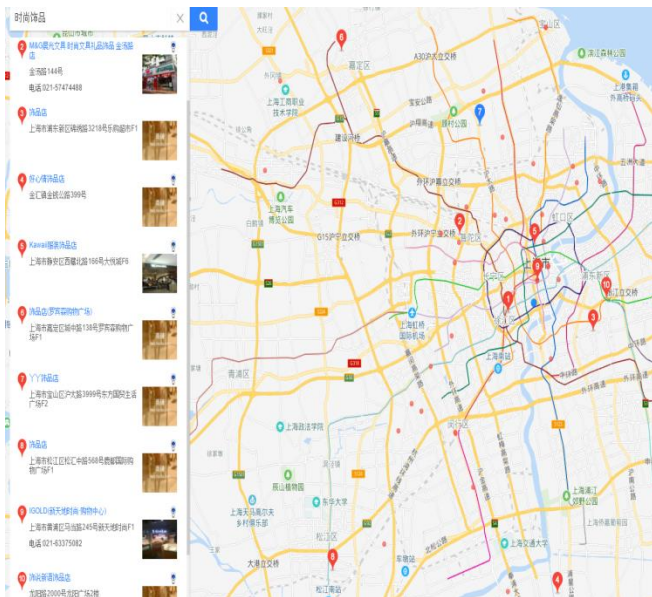
Most popular fashion accessories brands are selling their products on e-commerce platforms.

For fashion accessories brands, dedicated websites are also important channels of products promotion.

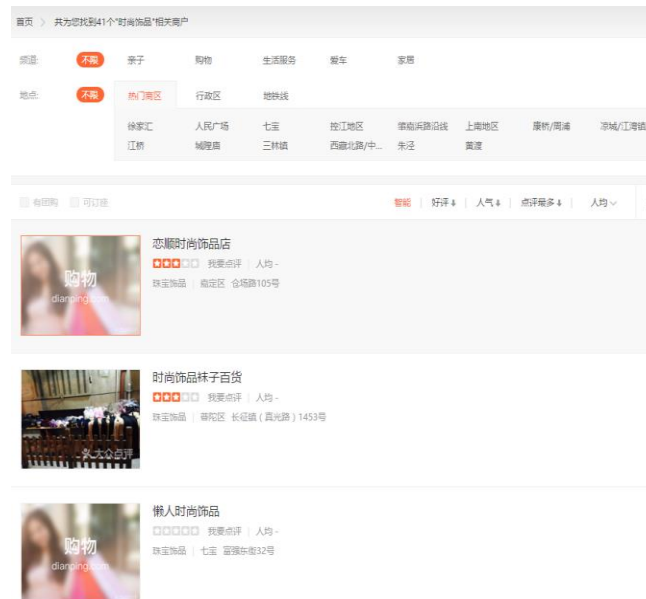
Market Segment	Number of brands are selling on Tmall/Taobao	Dedicated platforms
Wallets	197	DUOYIPIN.com (多一品)
Watches	199	WBIAO.CN (万表网)
Sunglasses/ Glasses	199	LOHO.com (LOHO眼镜) OJO Glasses (OJO眼镜)
Jewelry	199	CSmall.com (金猫银猫) Zhubaojie.com (珠宝街)
Handbags/ Bags	197	Milanstand.com (米兰站) DUOYIPIN.com (多一品)

Offline retail: Coverage in Shanghai

Offline stores are significant distribution channels for most fashion accessories products. Jewellery has the large amount of offline stores in Shanghai, which means offline store is the main way of consumers buying jewellery.



Baidu Map: 120 results of fashion accessories in Shanghai



Dianping: 41 results of fashion accessories

Stores	Coverage in Shanghai
Watch	750
Jewelry	9,000
Wallet	30
Handbags	22

On-the-shelf: representation of the category in stores

The outside is a triangle
where people can see the
hats outlining it, then the
jewelry and other accessories
are inside the triangle.

The sales people are
aggressive and always stand
within 1 meter of the
customers.



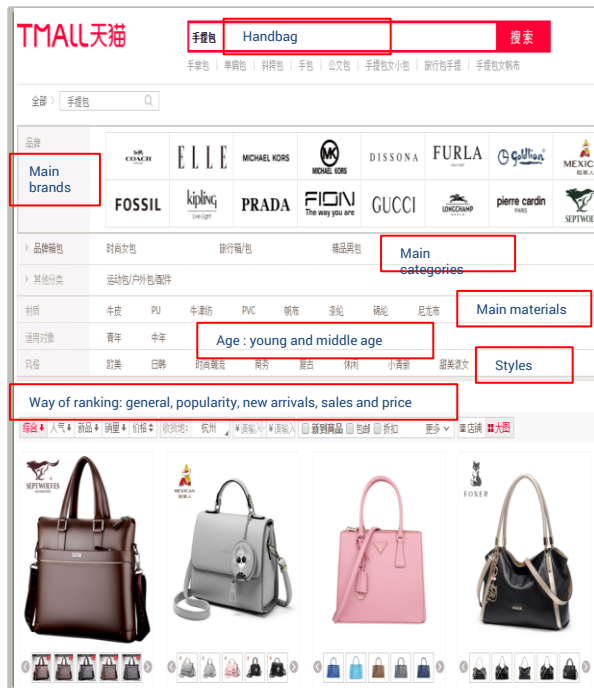
Online sales: volume assessment

淘宝网
Taobao.com

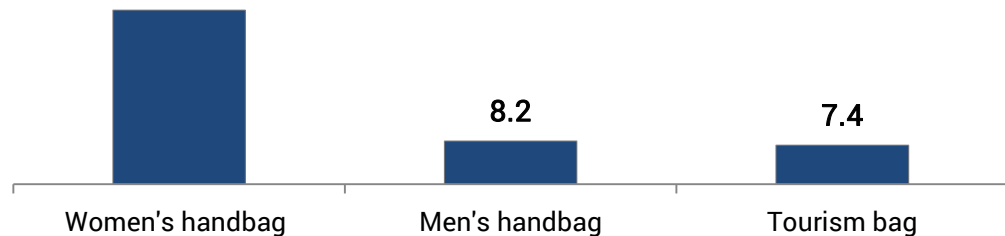


On Tmall/Taobao, women's products are the most popular among all categories of handbags. Top seller price is 69 RMB, which is relatively low price among all products.

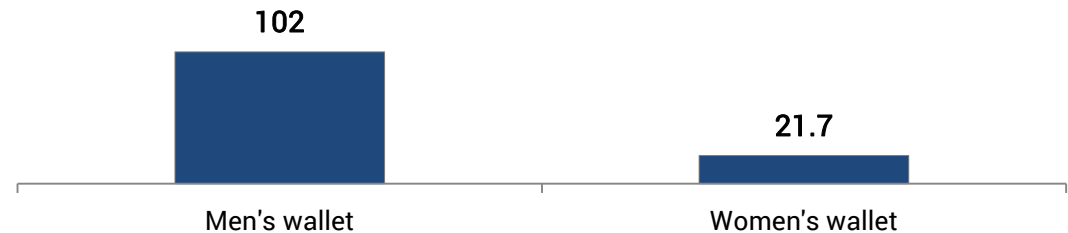
On Tmall/Taobao, sales of men's wallets are 5 times of women's wallets. Top seller price is 49 RMB, which is a common price.



Monthly sold items of handbag on
Tmall/Taobao (million-monthly)



Monthly sold items of wallet on Tmall/Taobao
(million-monthly)



Promotion channels to leverage for international brands in China

Dedicated Websites:

Zhubaojie.com (珠宝街)

WBIAO.CN (万表网)

Sksvip.com (时尚饰品)

OJO Glasses (OJO 眼镜)

DUOYIPIN.com (多一品)

Specialized Magazines:

Barzars Jewelry (芭莎珠宝)

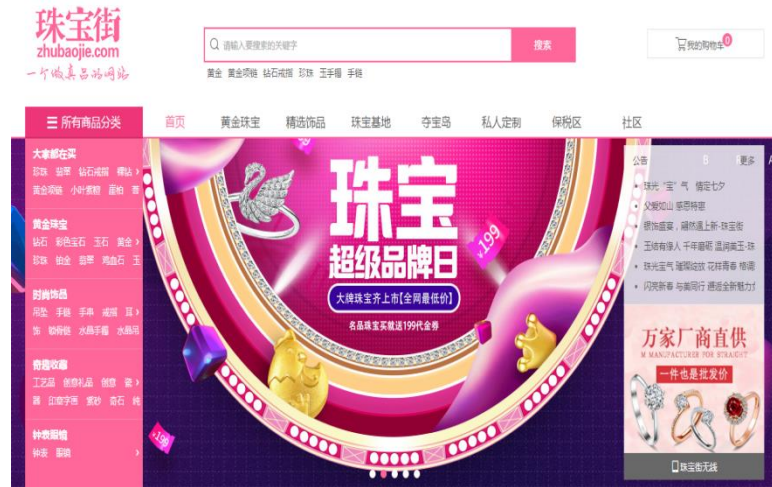
Jewellworld (珠宝世界)

China Jewelry (中国珠宝首饰)

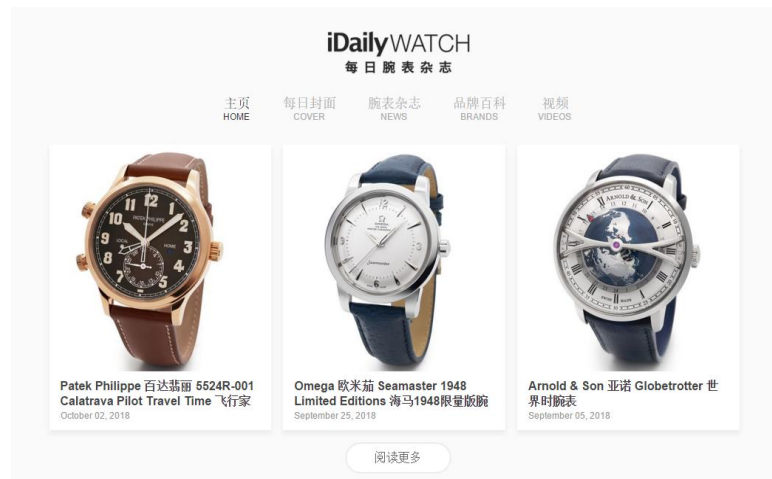
iDailyWATCH (每日腕表)

Xbiao.com (腕表之家)

PAG (女包趋势刊)



Zhubaojie.com is a specialized website for jewelry purchasing. This website mainly provide high-end jewelry products to consumers.

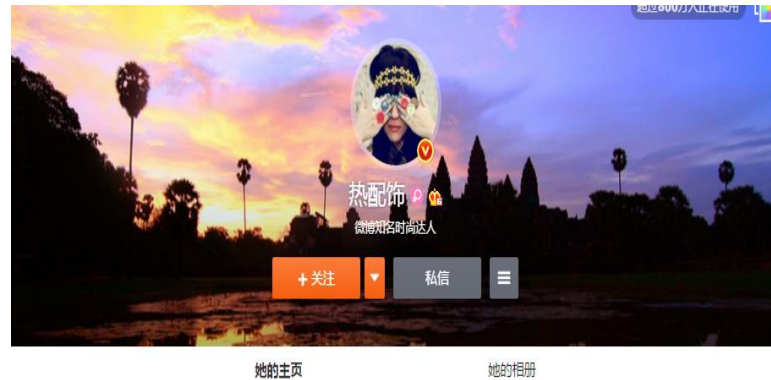


iDailyWATCH is a specialized watch magazine. The magazine offers news, brands stories, new arrivals and videos about watch.

KOL landscape in China

For international brands, Chinese KOLs (with large amount of followers) are good ways to introduce/ promote their products to Chinese consumers, since many fashion KOLs like following and posting info about famous fashion brands.

The Key Opinion Leader (KOL), or influencers, are a major part of the Chinese online journey, and therefore of the online marketing funnels for international brands in China. KOL will especially be as relevant to target niche audience (micro-KOL) and mainstream consumers (mass-market)



Fashion accessory is one of the main topics of this KOL's posts. One of her post about Marchesa (玛切萨) received 1,296 likes and 269 shares. The account owns 245,114 followers, and 86,112 posts.



This KOL is the founder of Fabulous Time, which is a female accessories brand. One of her post of brand introduction of Fabulous Time received 750 likes and 642 shares. The account owns 254,704 followers and 4,561 posts.

Fast fashion brands bring and spread fashion insights and concepts in China

— Min Chun, Project leader of Daxue consulting

Rising online platforms are re-building the way of promotion

Social media platforms (such as Weibo, WeChat) and life-sharing apps/platforms (such as QQ, Xiaohongshu) have been channels of online engagement for all international and domestic brands and social-linked promotion are rapidly growing.

Shopping platform

- Hundreds of brands (international + domestic) have built official stores on Tmall/Taobao, JD, Pinduoduo and etc.

Social media

- Online celebrities/KOLs post articles/videos of fashion accessories on Weibo, WeChat, Baidu Teiba and etc.

Life-sharing community

- A large number of consumers share pictures/videos about fashion accessories on Instagram, Xiaohongshu, QQ/WeChat and etc.

ABOUT US

Daxue Consulting is a market research Company dedicated to providing the best specially tailored, high quality, customer-specific data in one of the most challenging markets in the world; China.

We leverage our unique network of university organizations and professors, business associates, industry experts and foreign and local consultants to find the information you need efficiently, reliably and in a manner that addresses your specific needs. We excel because we're reliable, resourceful and flexible, everything that the Chinese market demands.



OUR OFFICES

Beijing, China
Dongzhong Jie #40



Shanghai, China
Room 504, 768 Xietu Road, Xuhui District



Hong-Kong Island, Hong-Kong,
13 Queen's Road, Floor 23



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CONTACT US

HONG KONG | BEIJING | SHANGHAI

 www.daxueconsulting.com

 dx@daxueconsulting.com

 +86 (21) 5386 0380

 +86 134 6658 3902



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