Florasis: leveraging elegant design and KOLs to reach consumers

- Florasis created a flagship store on Tmall in its first year, which helped the brand develop its reputation at breakneck speed. Until Florasis, it was unheard of for non-large-scale brands to sell on Tmall.
- After two years, the brand invited Ju Jingyi as the spokesperson and successfully attracted Li Jiaqi’s attention with its oriental culture. Since then, Li Jiaqi participated in the brand’s investment and packaging design, helping the brand go international.
- In 2020, Florasis appeared on the screen in Times Square, and now the products can be found in pharmacies in Japan.

Florasis was founded & opened a flagship store on Tmall.

Girls idol competition’s champion Ju Jingyi hired as the first spokesperson.

March 2017

May 2019

September 2019

January 2020

April 2020

November 2020

Internationally renowned model Dujuan was officially announced as the spokesperson.

During the Double 11 Shopping Festival, the sales of Florasis Tmall flagship store reached 500 million RMB.

Source: Florasis official website designed by Daxue Consulting

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The sudden success of Florasis abroad

- Florasis actively uses TikTok to promote its cosmetics in foreign markets. The official TikTok account has about 45 thousand followers. In addition to the Chinese KOLs, Florasis also attracts Western influencers to make short videos.
- In addition to TikTok, Florasis actively uses Instagram to promote its products. The brand’s Instagram is very authentic and steeped in traditional Chinese culture. In the bio, Florasis uses a call to action, suggesting to tag Florasis Beauty and use the hashtag #FlorasisBeauty to share stories.

Global search frequency for ‘Florasis’ on Google trends
Time frame: 1st January 2021 – 2nd March 2021

The search frequency of Florasis spiked on January 24th and February 11th 2021. Western Europe, North America, Oceania and Russia are the first regions partake in the success of Florasis abroad, leaving South America, and the rest of Asia room to grow.
Chinese cultural heritage is the inspiration of Florasis’ packages

Florasis’ brand image, both visually (packaging, product design) and in their communication actions (KOL, IP collaborations, brand visuals), is based on Chinese culture, heritage and history. This makes Florasis a highly recognizable brand and it is an element that is highly appreciated by consumers.

January. 2020
Birds Adoring the Phoenix gift box
Florasis launched a Chinese New Year celebration box, which includes fans, eyeshadow, and lipstick carved with traditional Chinese phoenix patterns. Among them, the eyeshadow palette is collected by many people as an artwork because of its exquisite carvings.

August. 2020
Silk road powder
Florasis designed a 3D carved silk road powder as a limited product. Many customers treasure it as artwork.

November. 2020
Miao minority silver handcraft gift box
Florasis released a limited Miao minority silver handcraft edition. All of the collection’s packages are made with silver by Miao traditional handcraft. It was also praised by national tv channel.

Source: Florasis official website designed by Daxue Consulting
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Strategy 1: Massive influencer marketing to open the market and convert (1/2)

Florasis influencer strategy is the most massive among all competitors as it is one of the main strategies explaining its success in China. The brand works with top KOLs such as Li Jiaqi to increase the trust in the brand via product testing.

#Live-streaming

In 2020, from January to July, Florasis products introduced on Li Jiaqi’s live-streaming room, sold 260 thousand products. The products which were not shown on his live-streaming only sold 1,023.

At the beginning of 2020, 40% of the new additions to the Florasis Tmall flagship store came from Li Jiaqi’s live-streaming.

#Product consulting

Li Jiaqi attended Florasis product research and development because he has rich experience in cosmetics and Chinese customer behavior. He has the authority to decide on a product’s release or design.

#Broadcast

In order to make the brand looks more international and elegant. Li Jiaqi and well-known photographer Chen Man collaborated to promote Florasis in Bazaar fashion magazine.

Source: Xiaohongshu, CBNdata designed by Daxue Consulting
Strategy 1: Massive influencer marketing to open the market and convert (2/2)

Florasis used brand ambassadors who are matching the brand heritage values such as Jingyi Ju.

Du Juan
Spokesperson
Internationally renown Chinese model

Ju Jingyi
Spokesperson
Idol competition’s champion
19 million followers on Weibo

Zhou Shen
Brand ambassador
Chinese Neo-traditional Singer
5.9 million followers on Weibo

#Product spokesperson
Brand delight invited an internationally renowned model as its new spokesperson to enhance brand image. Florasis gift box is named for her to identify the brand’s oriental DNA.

Ju Jingyi
Spokesperson
Idol competition’s champion
19 million followers on Weibo

#Social media sharing
Ju Jingyi has a massive amount of young fans. As the spokesperson, her job is promoting on social platforms such as Weibo and Douyin.

#Brand MV
Florasis released a Chinese Neo-traditional song-Florasis and it ranked on the 6th of top 10 most popular Chinese Neo-traditional songs on QQ music in 2020. Brand ambassador Zhou Shen is the singer, and Du Juan is the leading actress in the MV.

Source: Xiaohongshu, Weibo, CBNdata designed by Daxue Consulting
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Strategy 2: Use Tmall as the key platform to increase conversion

- Unlike other brands which diversity their sales channels, Florasis focuses its efforts on Tmall and funnels all other social media traffic to Tmall. The brand has a marketing automation strategy using Alibaba’s Alimama tools, which allows it to redirect users with more detailed recommendations and also to re-activate them when they are interested in the brand’s content on a platform other than Tmall.

- In addition, Florasis caters its IP collaborations based on consumer groups they have not yet reached.

**Customers social community function**
Visitors can scroll through each product’s comments, users’ experience, photos taken by buyers from Tmall. They can also ask questions about the product just like asking questions on Quora and Zhihu.

**Tmall shopping festivals boost brand’s sales**
In 2020, Florasis’ sales ranked second on Tmall’s Double 11 cosmetics list. The total sales during the shopping festival on Tmall flagship store were **500 million yuan**, a **259%** increase from 2019.

**Tmall as overseas customers online shopping place**
In 2020, **over 100 countries’** customers purchased Florasis on Tmall. The sales ranked on the top of domestic cosmetic sells overseas list in the 2020 Double 11. The total sales revenue reached 14 million yuan in 2020, and it grew **286%** compared to 2019.

**Tmall Live-streaming**
Florasis cooperated with tons of KOLs on Tmall. Those KOLs operate multi-social accounts. Thus, their followers would refer to their Tmall live-streaming room through reading the announcements on other social platforms such as Xiaohongshu and Weibo.
Strategy 3: Using customized content for different circles

- Each social media account has a different focus. For instance, its Weibo focuses on sharing oriental culture content instead of cosmetics recommendation to attract traditional culture lovers.
- The brand also allowed customers to test its products at the early stage of brand creation. It guarantees a good reputation for the brand every time they launch a new product.

Xiaohongshu
How to remove makeup and leave a facial mask on removal wet wipes
Most Xiaohongshu users are female. They often share cosmetic using experience on Xiaohongshu.

In order to promote makeup removal wipe, Florasis invited their Xiaohongshu followers to test their cleansing wet wipe.

Florasis invited customers participate in a challenge of remove makeup and leave a full “face” on make-up removal wet wipes. Brand will select winner to send Florasis cosmetics.

Weibo
Chinese traditional makeup tutorials
Weibo became an information platform. Users’ hobbies, ages, jobs are distributed widely.

The brand’s Weibo account is in charge of spreading oriental culture. Florasis created an online Chinese traditional makeup tutorial channel on Weibo. It helps the brand gain attention from Chinese traditional culture lovers and share their oriental DNA to the audience.

Florasis showed the makeup of ancient Chinese in different periods by shooting videos through oriental models and sceneries.

Source: Weibo, Xiaohongshu designed by Daxue Consulting
Problem: Low quality and over packaging

Users mainly complain about the low product quality compared to the heavily emphasis on product appearance.

"化妆刷寿命太短了。
The life cycle of makeup brush is so short.

42

"国货化妆品喜欢研究怎么使包装更好看，但为什么我需要把化妆品当艺术品一样去收藏？它们是用来每天使用的。
Domestic cosmetics brands like to study how to make more beautiful packages, but why do I need to collect cosmetics as artwork? They are for daily use!

12

"化妆刷寿命太短了。
The life cycle of makeup brush is so short.

42

"网上铺天盖地的广告，但是产品质量差，请花更多时间在产品研发上而不是广告上。
Tons of advertising on many platforms, but the product quality is poor, please focus more on product development instead of advertising.

71

"高质量差#Low quality
#寿命短#Short lifetime
#包装过度#Overpacking
#过度重视营销#Excessive emphasis on marketing
C-beauty industry overview
The beauty sector in China developed steadily in recent years

- China had become the world’s second largest beauty market in 2019. The sales of skincare products accounted for more than half of the beauty market in China.
- The beauty market was hit hard by COVID-19, but quickly recovered, annual beauty sales only slightly decreased
COVID-19 had a strong yet short-term impact on the beauty market

- Due to COVID-19, cosmetics’ sales volume in China declined by 29.9% in February 2020 compared with the same period in 2019. However it had recovered by April. During the outbreak, people consumed and talked more about skincare products than cosmetics.
- Since lips and much of cheeks are covered while wearing a mask, eye makeup products received more attention than before. “Mask makeup (口罩妆)” had become a hot topic among Chinese beauty consumers. The new trend helped brands and KOLs find new ways to communicate with consumers.

Growth rate of cosmetics and skincare products sales on Alibaba  
(YoY growth rate, Feb – April, 2020)

<table>
<thead>
<tr>
<th>Month</th>
<th>Cosmetics</th>
<th>Skincare</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>-9.5%</td>
<td>-29.9%</td>
</tr>
<tr>
<td>March</td>
<td>11.9%</td>
<td>18.1%</td>
</tr>
<tr>
<td>April</td>
<td>22.1%</td>
<td>18.1%</td>
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Topics related to skincare at home are popular on social media like XHS. Especially, products with “skin repair”, “basic skincare” and “first-aid care” functions are increasingly needed.
COVID-19 brought out a beauty e-commerce battlefield

- COVID-19 caused beauty sales to move from offline to online channels as consumers were hesitant to visit offline stores.
- Additionally, foreign brands’ sales declined dramatically in their home countries, thus they doubled-down on Chinese e-commerce platforms.

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<th>JD Black Friday Shopping Season</th>
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<td><strong>20th-29th November 2020</strong></td>
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Source: JD.com, designed by daxue consulting
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Source: JD.com, designed by daxue consulting
Live streaming and private traffic: Two key beauty market strategies

- **Live streaming** is increasingly popular due to the interactive experience, China’s live streaming revenue has more than doubled from 2019 to 2020 (from 438 billion RMB to 961 billion RMB).
- Chinese beauty brands have a talent in leveraging private traffic. Some brands transformed their business model quickly in the heat of the pandemic, and embraced **private traffic marketing**.

**Pehchaolin’s private traffic campaign**  
*(March 2020)*

- Pehchaolin launched a campaign and new products on WeChat store and mini-program for 2020 Women’s Day.
- The campaign and products were co-branded with a popular Internet drama- “Legend of Fei”. It brought huge private traffic for the brand on WeChat.

**“lipstick queen” Li Jiaqi’s live streaming on Taobao**  
*(March 2020)*

- Average No. of viewers: 3.92 million
- Average sales volume: 854 thousand

Source: iimedia, Ccsight, Caixin global, designed by Daxue consulting

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Who we are
Your Market Research Company in China

We are daxue consulting:

• A market research firm specializing on the Chinese market since 2010

• With 3 offices in China: in Shanghai, Beijing and Hong Kong

• Employing 40+ full-time consultants

• Full, complete, national coverage

• Efficient and reliable fieldwork execution across China

• Using our expertise to draw precise, reliable recommendations

• With key accounts from around the world

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上海
SHANGHAI, CHINA (Head Office)
Room 504, 768 Xietu Road, Huangpu District
Our past and current clients
350+ clients with 600+ projects for the past 7 years
A recognized expertise on the Chinese market

Regularly featured and quoted in global publications

Daxue latest quotations in recent publications
Who we are

Double V Consulting - Your Insider into China market

Insightful
We keep you up with the fast changing market
China Market Insider

Professional
We customize your market entry, e-commerce, & branding strategy
100+ Brands Served

Specialized
Niche platforms such as Xiaohongshu & Bilibili

Localized
We have offices operating in both Hong Kong and Shenzhen
Since 2017

Millennials & Gen Z
How we can help you?

**Double V Consulting** - Your Insider into China market

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<td>We offer online courses and workshops through <strong>CHINable Academy</strong>, an affiliate of Double V.</td>
<td>We provide brand &amp; competitors analysis, and positioning &amp; market entry strategy.</td>
<td>We help DTC brands set up online flagship stores on Chinese major marketplaces, and enhance social commerce.</td>
<td>We cover all major Chinese social media. We help design your communication strategy and provide customized content.</td>
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Brands we have worked with

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