

Maia Active

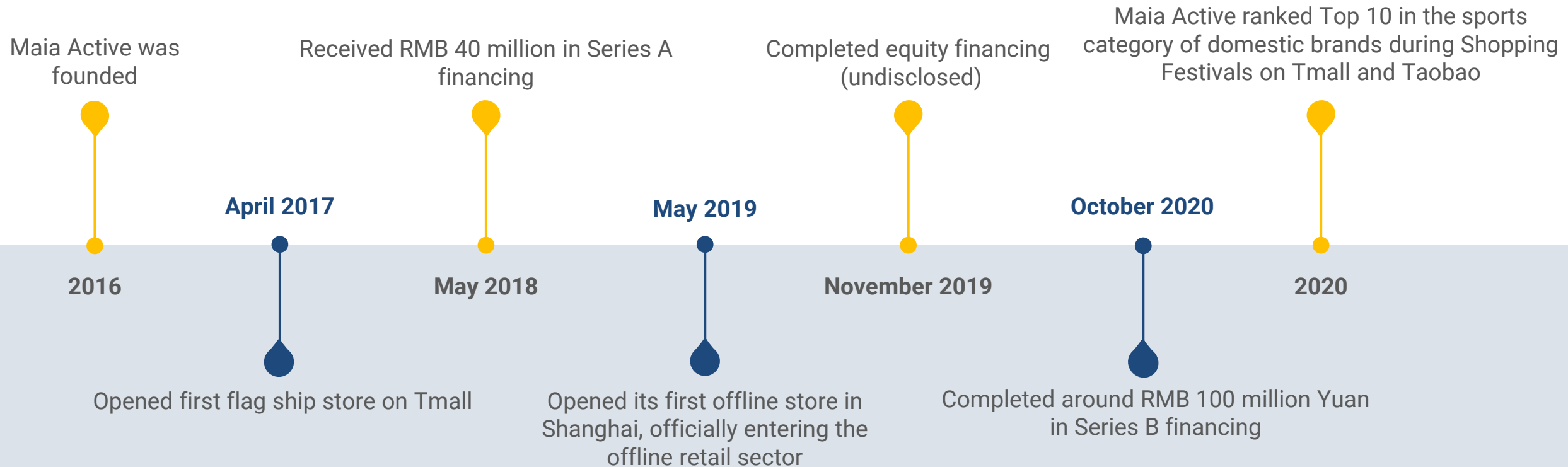
an Asian women-oriented activewear brand

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Maia Active: An Asian women-oriented activewear brand

- Maia Active is a designer activewear brand for Asian women with its slogan “Make every size beautiful”.
- Through the development of technical sports fabrics and the use of fashionable elements and colors, Maia Active designs activewear that fits Asian bodies and is regarded as a fashionable brand.



Source: Chinese companies information website Tianyancha, Jiemian news designed by Daxue consulting

Designed for Asian women's bodies

- Maia Active's products are inspired by the problems that Asian women face while exercising. This has led to the development of the sports bra with a zipper in front of body and the waist-cinching legging.
- Due to its unique design, this brand has become popular in a short time and gains a good reputation.

专为亚洲女生设计

追求符合亚洲女生身体曲线的舒适服帖度

Designed to fit Asian women

欧美女生

European and American girls

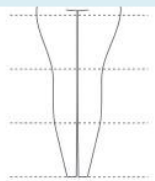
亚洲女生

Asian girls



▲ 胸围较大

Larger cups



▲ 腰线较高

▲ 腰臀差较大

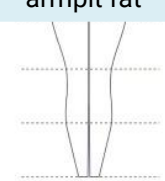
▲ 大小腿比例差较大

Higher waist line
Larger hips
Longer legs



▲ 副乳困扰

Disturb of
armpit fat



▲ 腰线较低

▲ 腰臀差较小

▲ 大小腿比例差较小

Lower waist line
Smaller hips
Shorter legs



- Many girls feel nervous at gyms due to the lack of confidence in their figures.
- With this in mind, Maia Active designed their waist-cinching legging (小腰精), which pulls in belly fat and makes girls look slimmer.



- In Asia's hot and humid climate, it's hard to remove athletic apparel after intense workouts.
- Maia Active designed this bra with a zipper in the front, making it much easier to take off.

Source: In-depth interview by Brandstar designed by Daxue consulting

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Strategy 1: Actively manage consumer relationships with events and surveys

- The brand applies a DTC (direct-to-consumer) strategy by collecting consumers' feedback of brand's clothing quality and shopping experience through questionnaires every three months. Then the brand adapts products based on this feedback.
- Maia Active holds offline community named MAIA FUN CLUB. The offline community is not sales-oriented, but focuses on building a connection between the brand and its consumers and strengthening their stickiness.

Get feedback from consumers

MAIA ACTIVE目标用户的调查问卷

<p>*23. What reasons affect you most when making a purchase?</p> <ul style="list-style-type: none"> <input type="checkbox"/> 颜色配色 <input type="checkbox"/> 外观设计细节 <input type="checkbox"/> 不容易撞衫 <input type="checkbox"/> 基础百搭 <input type="checkbox"/> 面料舒适 <input type="checkbox"/> 可以速干 <input type="checkbox"/> 耐穿, 不变型 <input type="checkbox"/> 价格优惠 <input type="checkbox"/> 品牌知名度 <input type="checkbox"/> 品牌态度 	<p>*26. Which channels help you to be informed about brands?</p> <ul style="list-style-type: none"> <input type="checkbox"/> 品牌官方媒体账号 <input type="checkbox"/> 亲朋好友介绍 <input type="checkbox"/> 线下实体店 <input type="checkbox"/> 淘宝等线上商城 <input type="checkbox"/> 微博搜索 <input type="checkbox"/> 小红书搜索 <input type="checkbox"/> 百度搜索 <input type="checkbox"/> 知乎 <input type="checkbox"/> B站
<p>Color</p> <p>Design</p> <p>Unique</p> <p>Easy to make collocation</p> <p>Comfortable fabric</p> <p>Quickly get dried</p> <p>Resistance to wear</p> <p>Affordable</p> <p>Brand's fame</p> <p>Brand's attitude</p>	<p>Official accounts</p> <p>Friends' recommendation</p> <p>E-commerce platforms</p> <p>Offline stores</p> <p>Weibo</p> <p>Xiaohongshu</p> <p>Baidu</p> <p>Zhihu</p> <p>Bilibili</p>

- Taking consumer needs and feedback in all aspects of product development and design into consideration.
- All consumer feedback is collected and used as the basis for design and product iteration. For example, the popular leggings (小腰精) were adjusted at least 10 times based on consumers feedback and opinions.

Source: In-depth interview by Brandstar designed by Daxue consulting

Offline community



MAIA FUN CLUB

- The core of MAIA ACTIVE's community activities is based on the element of "fun".
- The brand hosts offline social activities, such as yoga with dogs, belly dancing and indoor bungee jumping.

Strategy 2: Inviting diverse consumers to be models in ads

- In terms of connecting with consumers emotionally, MAIA launched the “I’m not pretty” branding project and started experimenting by using its own consumers, not just celebrities, to endorse the brand.
- Maia Active invited 7 consumers to play in its publicity film and encouraged them to express their ideas about “beauty”, emphasizing its brand slogan “Make every size beautiful”. Consequently, this special strategy was succeeded in attracting more consumers to join comment on their social media posts.

Publicity video named “I’m not beautiful, I am ___”



6,853 shares

134 comments

1,719 likes



Weibo

- 陆喜安San: 我不是漂亮, 我是努力成为的漂亮。时刻记得得到的成果并不是只是靠努力, 这世界上有很多努力却得不到回报, 想努力却无从下手经历各种挫败的人 请只为自己努力, 不要把得天独厚的幸运拿来贬低不受幸运眷顾的人。请只为自己努力, 让自己活得漂亮, 你可以成为各种你想成为的动词名词形容词语气词!
- 2020-9-21 20:12
- 依然Toujours: 美并不局限 要完整地接受自己
- 2020-9-21 21:48
- ting说-ting说: 不断的完善自己
- 2020-9-27 15:45
- Cat春嬌_: #我不是漂亮#, 我是在不断学习爱自己。
- 2020-9-21 20:46
- 潘小闲-: 我觉得最后一句有点露怯了。应该有栀子花的精神, 老子就是要香得痛痛快快的, 你管得着吗? 不要问其他人尤其是男性视角, 你要不要重新考虑一下
- 2020-9-25 07:00
- 梦迪_Mendy: 我不是漂亮 我是不听命运 #我不是漂亮#
- 2020-9-22 11:06

I am not pretty, but I work hard for myself, I enjoy my life and my perseverance.

Beauty should not be limited. We have to learn how to accept our own and unique personalities.

Gradually, I learn how to love and treasure myself.

I am not pretty, but I don't follow the trend.

Source: 36kr designed by Daxue consulting

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Strategy 3: Distinguish from competitors with clear product functions

- The product detail pages of many big brands nowadays only have a few pictures and just tell consumers the basic information of sizes and fabrics. On e-commerce platforms, Maia Active uses lively and detailed description photos to explain its products' functions to the consumers, distinguishing itself from other sportswear brands.
- Its content reached targeted consumers and led to high ROI* 7 in 2019.

Legging (小腰精) Taobao page



Comfortable and smooth



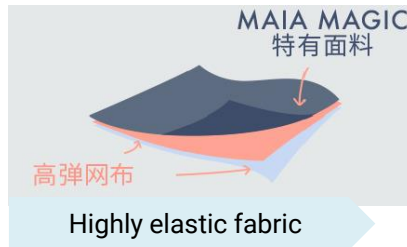
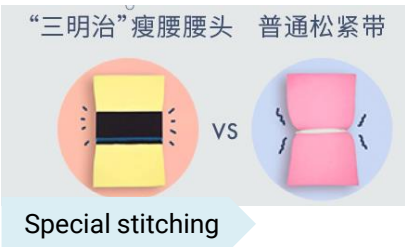
Quick-drying



Absorbs sweat



Elastane fabric



Sports bra Taobao page



Take off in one second



Show the shape of the bust



Shock absorbing



*Return on Investment, the benefit of an investment is divided by the cost of the investment. The result is expressed as a percentage or a ratio

Strategy 4: Provide hands-on shopping experience in offline shops

- The offline unit price is 1.5 times higher than online because it is easier to recommend and connect orders when selling offline, resulting in high turnover and high conversion rate.
- The “Fabric Lab” can be found in each offline store, where consumers can feel the unique fabrics used in their products.



5 offline shops in Tier 1 and Tier 2 cities

Maia Active opens offline stores located in high-end areas.

Offline stores



Marble pattern—
Highlighting the sports atmosphere

High-end department store:
Xintiandi, Shanghai

Butter yellow—
Highlighting the relaxed environment

High-end department store:
TaiKoo Li Sanlitun, Beijing



Each of offline stores has its unique theme and matching decoration style. Yet all offline stores maintain a consistent brand identity. They provide consumers with a feeling of freshness and novelty.

Fabric Lab



The “Fabric Lab” in offline stores lists its exclusive fabrics. It also provides opportunities for consumers to really understand the characteristics of the fabrics and craftsmanship, such as the cashmere-like texture and fine alignment. In order to emphasize products’ strengths.

Source: In-depth interview by Brandstar designed by Daxue consulting

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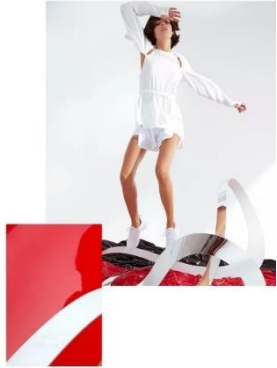
Strategy 5: Transform into a designer brand through co-branding

In order to promote the brand's tone of fashion and give the brand more exposure opportunities toward the target consumers, Maia Active collaborated with independent designer brands and brands with a large group of white-collar consumers in tier-1 cities, such as the bike-sharing brand MOBIKE and fitness club SUPERMONKEY.

October 2018

Maia Active x YIRANTIAN

YIRANTIAN: A ready-to-wear brand



"Sportswear capsule collection", a step away from the seriousness of sportswear. The capsule collection aimed to provide women with sportswear that **bridges the boundaries between fashion and comfort and could be worn for many occasions.**



October 2017

Maia Active x MOBIKE

MOBIKE: A bike-sharing brand



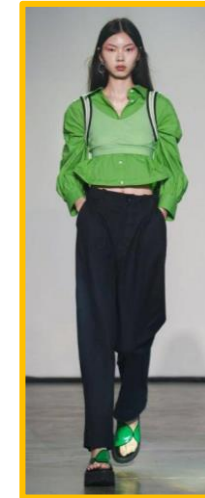
This collab provided and designed a collection of fashionable cycling clothing for **urban girls.**

October 2020

Maia Active x Short Sentence

Short Sentence: An independent (Luxe) Brand

This co-branding campaign aimed to give women **sportswear which takes into account both daily life and chic style.**



Source: Elle China designed by Daxue consulting

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Pain points: Poor after-sales service and design flaws

- Many consumers complain about the poor after-service and shopping experience.
- In addition, some people found the products such as leggings and bras are not as comfortable as Maia Active advertised.



“ I have worn it for a long time. Unexpectedly my waist bleeds.

“ It has fatal design flaws. The zipper is not secure and can be painful on the chest. I hurt even when doing abdominal exertion. The size recommended for me felt small and I struggled with breathing while doing exercise. The sizing recommendations are very unreliable.

定型效果很差，洗了一次就变形了。承托能力也不好，不会再买这个牌子了。宣传效果大于实际效果。

Maia Active basic系列的瑜伽裤穿的时间久了居然把我的腰磨出血。

“ The sport bra deformed after one wash, I won't buy this brand again, it considers more publicity than actual effect.

“ A clothing seller without even the most basic sizing guide, asking customer service to communicate and waiting for a reply for a long time

使用一个月感受：风很大，颜值高，但是存在致命的设计缺陷。1.胸前拉链头没有固定措施，趴下时拉链头会自然竖直，趴下后就会磕到胸口。2.后背太厚，做腹部训练之类的需要平躺用力的动作也会磕得很痛。3.我是军训身材，推荐的尺码小到全程训练喘不上气来，我不同意身材的朋友情况也是一样。说明整体尺码推荐就非常不靠谱。

#质量差# Poor quality
#缺乏原创精神# Lack of creativity

一个卖衣服的却连最基本的尺码指南都没有，问客服等回复到地老天荒，这是有多抠门多请几个客服能破产吗？

#穿衣不舒服# Uncomfortable wear experience
#产品不够人性化# Products are not user-friendly

China's fashion industry overview

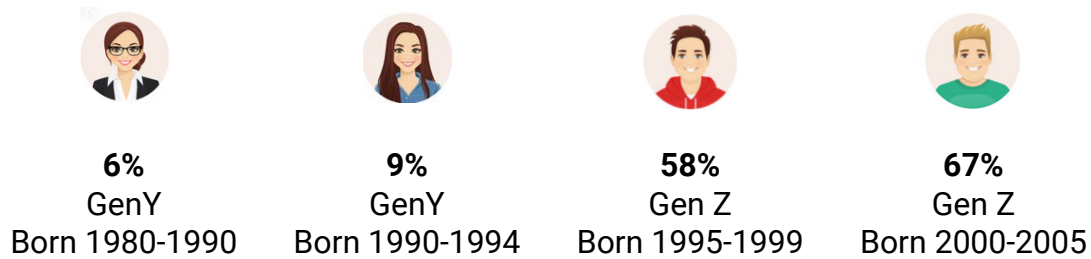
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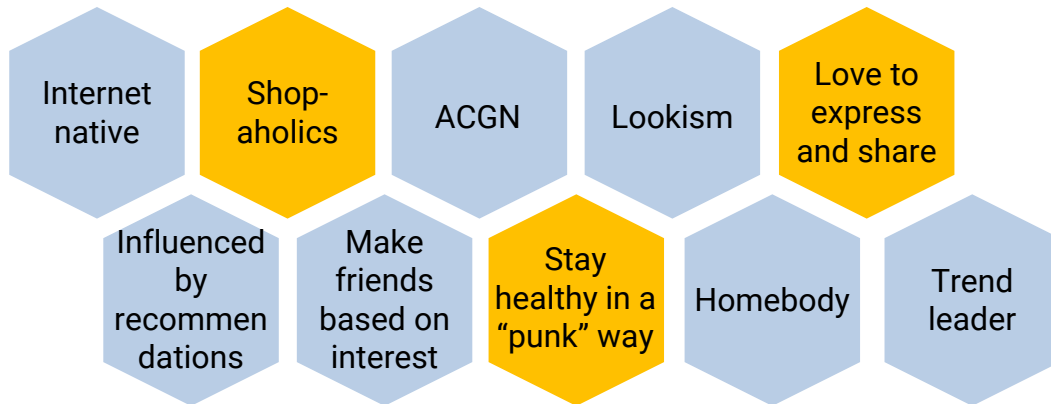
Gen-Z is the main consumer group in China's fashion industry

- Generation Z prefers both online and offline consumption, and are willing to invest in themselves and splurge on experiences.
- They focus on quality, identity, and express their values through consumption. They are shaping fashion paradigm with more diverse styles.

The proportion of China's fashion consumption by age (2020)



Personality traits of Chinese Gen Z



Generation Z fashion preferences

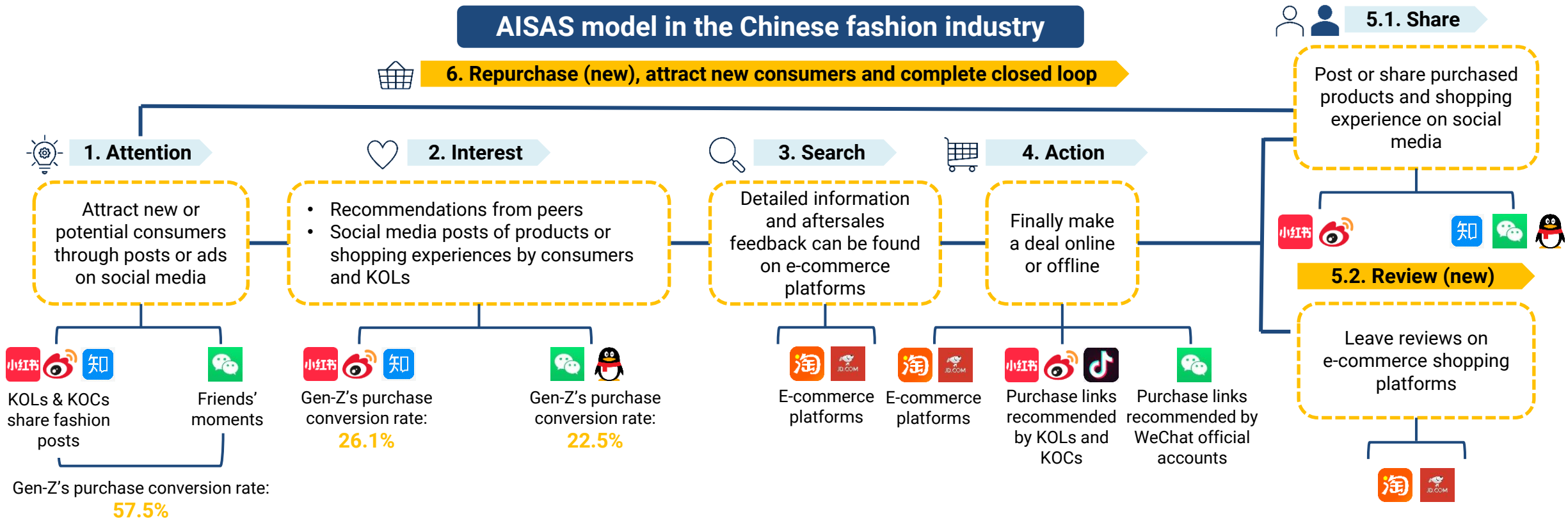
Fashion brand categories	Average purchase frequency (times/year)	% of respondents who prefer
Fast fashion Frequent updates, many SKUs, comfortable	12.5	17.9%
Affordable luxury Sense of design, young brands	9.8	21.3%
Sportswear brands Utility and minimalism, limited products	12.1	12.2%
International luxury Classic, intricate design, status symbol	7.7	6.9%
Domestic brands Celebrity endorsements, Guochao, national pride	13.6	17.3%
Streetwear brands Hip-hop rock, individuality	9.8	24.3%

Source: Online survey of Hylink, N=around 3,000 Gen-Z, 2020 designed by Daxue consulting

Source: Dewu App, Hylink x CBNDData designed by Daxue consulting

Gen-Z is easily nudged by social media

- The closed-loop marketing model is a combination of many social media and e-commerce platforms which exist only in China.
- This is known as the AISAS model (explained below) and targets Chinese gen-z. Because most of their consumption is done online their consumption data is easily collected.



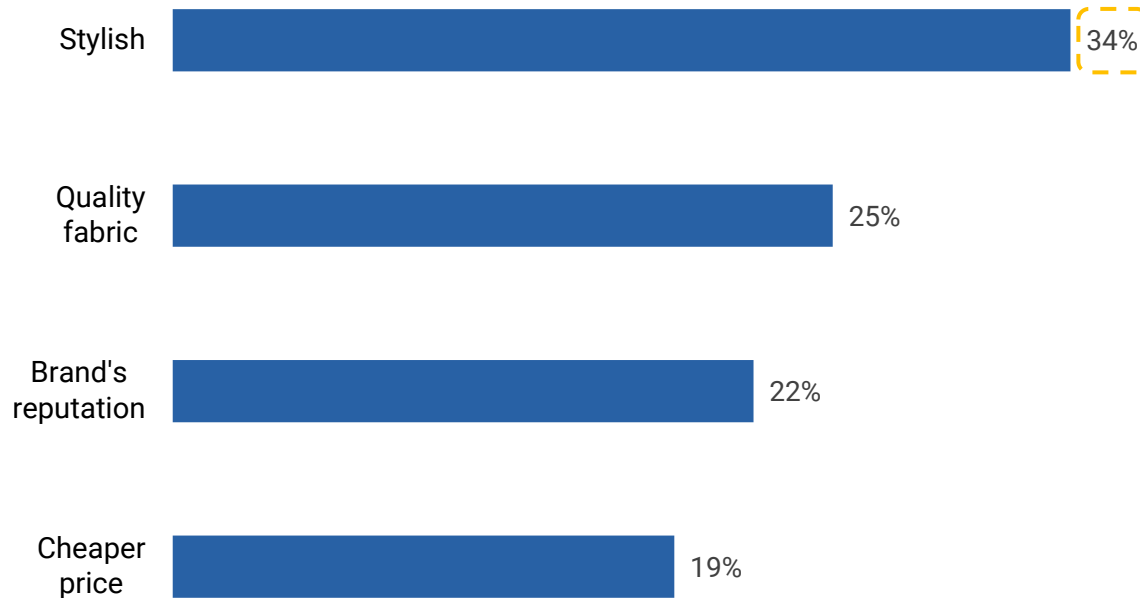
Source: Online survey of Hylink and Sina, N=around 3,000 Gen-Z, 2020 designed by Daxue consulting

Chinese women turn to fashion to show their personalities

- Chinese women are willing to spend more money on clothing. They are also more likely to focus on style, quality and brand reputation rather than cost. As a result, inexpensive clothing is becoming less popular.
- Generation Z (post-95s) is willing to try new styles, while the post-90s prefer elegant French style and the post-85s prefer the fashion style of Western socialites.

The key factors for women purchasing clothes

(online survey of CBNDData, N=848 female consumers, 2020)

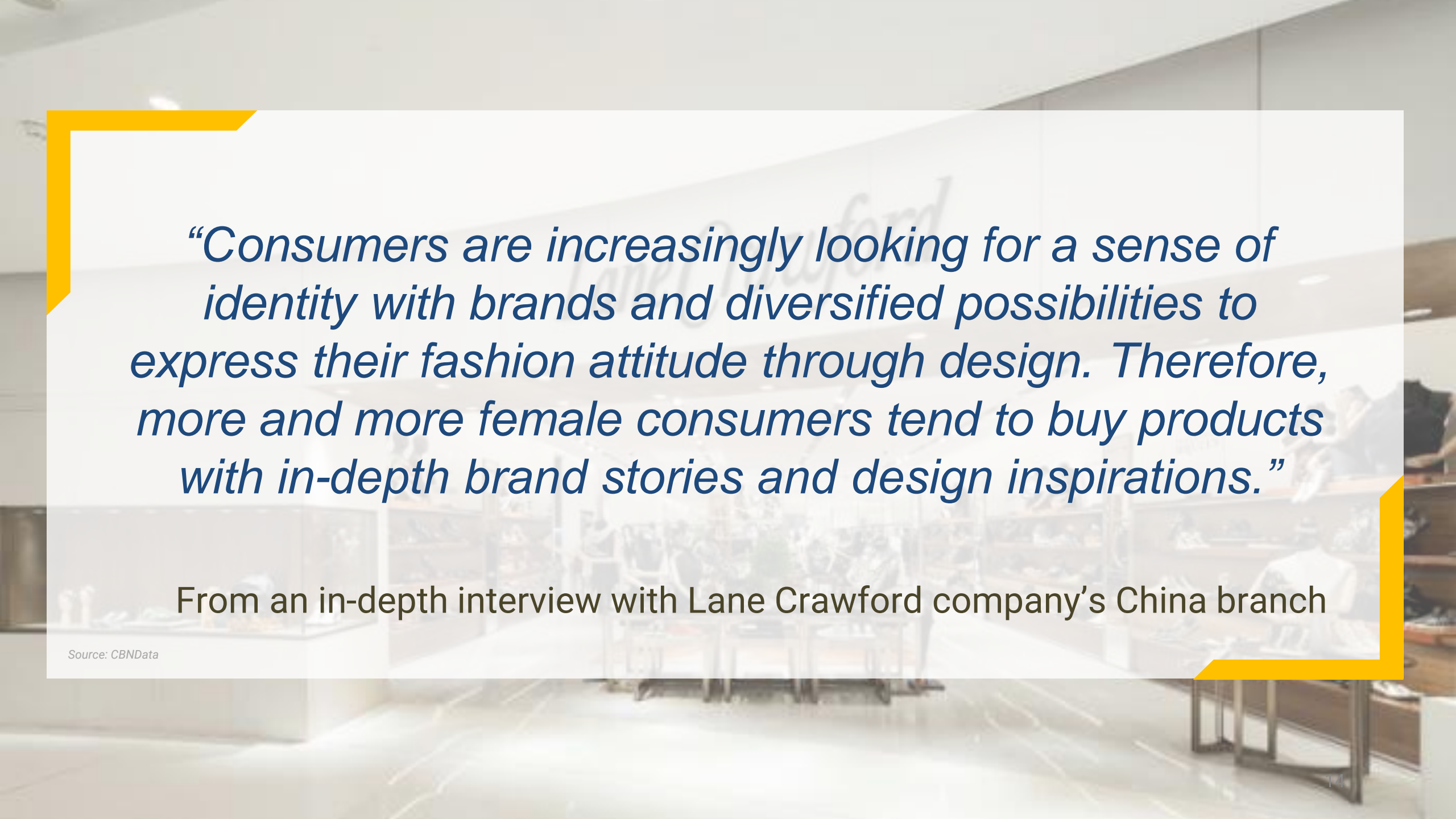


Top 10 keywords women searched for purchasing clothes

(2020)

	Gen-Z	Post-90	Post-85
1	Instagram	French	Stylish
2	HK style (港风)	Elegance	Chanel (小香风)
3	South Korean	Niche/minority	Fashion (时髦)
4	Niche	Romantic	Socialite fashion (名媛)
5	Sweet & cute	Vintage/retro	Foreign style (洋气)
6	Multi-match	Fashion (时髦)	European stops (欧洲站)
7	Japanese	Sweet	Commute
8	Vintage	Light mature	Minimalist
9	Chic	Effortless (心机)	Cartoon
10	Cool (潮)	Chanel (小香风)	High-qualified (重工)

Source: CBNDData designed by Daxue consulting



“Consumers are increasingly looking for a sense of identity with brands and diversified possibilities to express their fashion attitude through design. Therefore, more and more female consumers tend to buy products with in-depth brand stories and design inspirations.”

From an in-depth interview with Lane Crawford company’s China branch

Chinese fashion is becoming gender non-binary

- Fashion has increasingly moved toward genderless designs and silhouettes, especially when it comes to streetwear.
- According to JD's Big Data report in 2021, oversized clothing sales have increased **1.5-fold** year-over-year, with women contributing more than **65%** of the sales. Additionally, men contributed **88%** of the sales of floral printing T-shirts. Consumption of "unisex" clothing has increased by **4.3 times** in June 2021 compared to June 2020.

小红书
Xiaohongshu

Genderless style

- 中性风: 60k+ posts, 7,600+ commodities
- 6万+篇笔记
- 7600+件商品

Genderless dress wearing
Genderless dress wearing for girls
Genderless stores

Hot topic on social media

- A huge number of relevant content is showed in social media.
- Relevant terms about "Genderless" are also recommended.

Weibo

#中性风穿搭#

阅读1.8亿 讨论4.4万

Gender neutral look

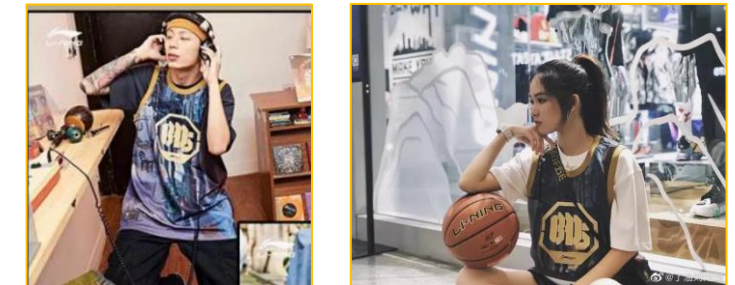
- 180 million views
- 44k comments



淘
Taobao

In 2020

- Frequency of women searching for oversized blazers increased by **317%**
- Number of men searching for lace increased by **119%**
- Number of men searching for Sheer* has increased by **107%**



Gender differences in clothing **narrows**. Lining's basketball jersey matches both male and female consumers.

*Fabric filled with organza and mesh

Source: Xiaohongshu, Weibo and Taobao designed by Daxue consulting

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The rise of Guochao redefines "Made in China"

Chinese designers are adding traditional Chinese elements into their designs. At the same time, consumers are increasingly embracing Chinese cultural designs and adopt "Made in China" as a symbol of pride and cultural resonance.

国潮 ➤ "GUO CHAO" (literally "national trend") refers to the increase consumer favoritism towards Chinese brands, designs and culture.

Chinese consumers increasingly prefer domestic brands

 Growth rate of product views on Xiaohongshu

- 70%** Affordable Guochao products
- 50%** Mid- and high-end Guochao products
- <20%** European and American products



Feiyue

Nike

As Chinese brands have made significant progress in **improving innovation, quality and technology**, foreign brands can no longer rely on foreign allure to earn attention in Chinese market.

Foreign products are increasingly including Chinese elements

By collaborating with local artists and using local elements, foreign brands are able to perfectly capture the **modern Chinese zeitgeist and avoid cultural blunders**.

Burberry: New Year's Eve Series



Burberry's 2021 New Year collection features the brand's signature plaid along with vibrant horns to celebrate the auspiciousness of the Year of the Ox and bring personal creativity to the everyday outfit.

Old Chinese brands use Guochao to revitalize themselves

Chinese consumers are turning away from foreign brands, giving **older 'forgotten' domestic brands a second-chance**.



Forbidden City Wenchuang (文创), an old Chinese stationary brand, launched its first makeup and sold out in a short period of time.

Streetwear is booming among young Chinese

- Combined with the power of social media, the influences of hip-hop art and stars in Asia has given inspiration to streetwear brands.
- Chinese streetwear brands are talented at sculpture a strong authentic identity. It has given rise to new brands fusing contemporary youth culture and ancient Chinese elements. Local designers regularly draw inspiration from Imperial China's aesthetics or Taoism for their collections.



The Rap of China



Street Dance of China

- Thanks to reality shows like “The Rap of China” and “Street Dance of China”, streetwear rose from unknown to mainstream.
- Young consumers rush to buy streetwear with logos which their favorite celebrities wear.

- Li-Ning, has proved its design power of streetwear of its SS21 collection on Shanghai Fashion Week.
- It has released more colorful, chunky sneakers that keep up with the global streetwear trend.



Li-Ning SS21 Shanghai Fashion Week



Poster with ethnic elements

Source: Heuritech, fashion review website designed by Daxue consulting

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Chinese fashion goes green

- The importance of sustainability leads more and more fashion crops and designers to focus on ethical sourcing and sustainable practices to meet the changing ethics of consumers.
- Fabrics such as linen and regenerated nylon are widely used as sustainable fabrics in fashion industry.

International brands



Armani goes fur free



Prada Re-Nylon bag

- Major luxury brands are also committed to make products and designs that are environmentally conscious.
- The move away from animal furs has become a way for luxury brands to make a statement and enhance their image.
- Use of ECONYL (regenerated nylon)

Domestic brands

ICICLE



Chinese brand ICICLE uses 100% organic or recycled materials to make its collections.

Main materials:
Cashmere, wool, flax, silk and cotton

NEIWAI



NEIWAI uses recycled paper pulp boxes to package its products. These boxes can be reused as household storage basket.

Main materials:
Paper pulp

Fashion activities in China



WWF (World Wide Fund for Nature) China and its parent company have proposed sustainable fashion event in 2021, inviting fashion, beauty, and footwear brands to become sustainable.

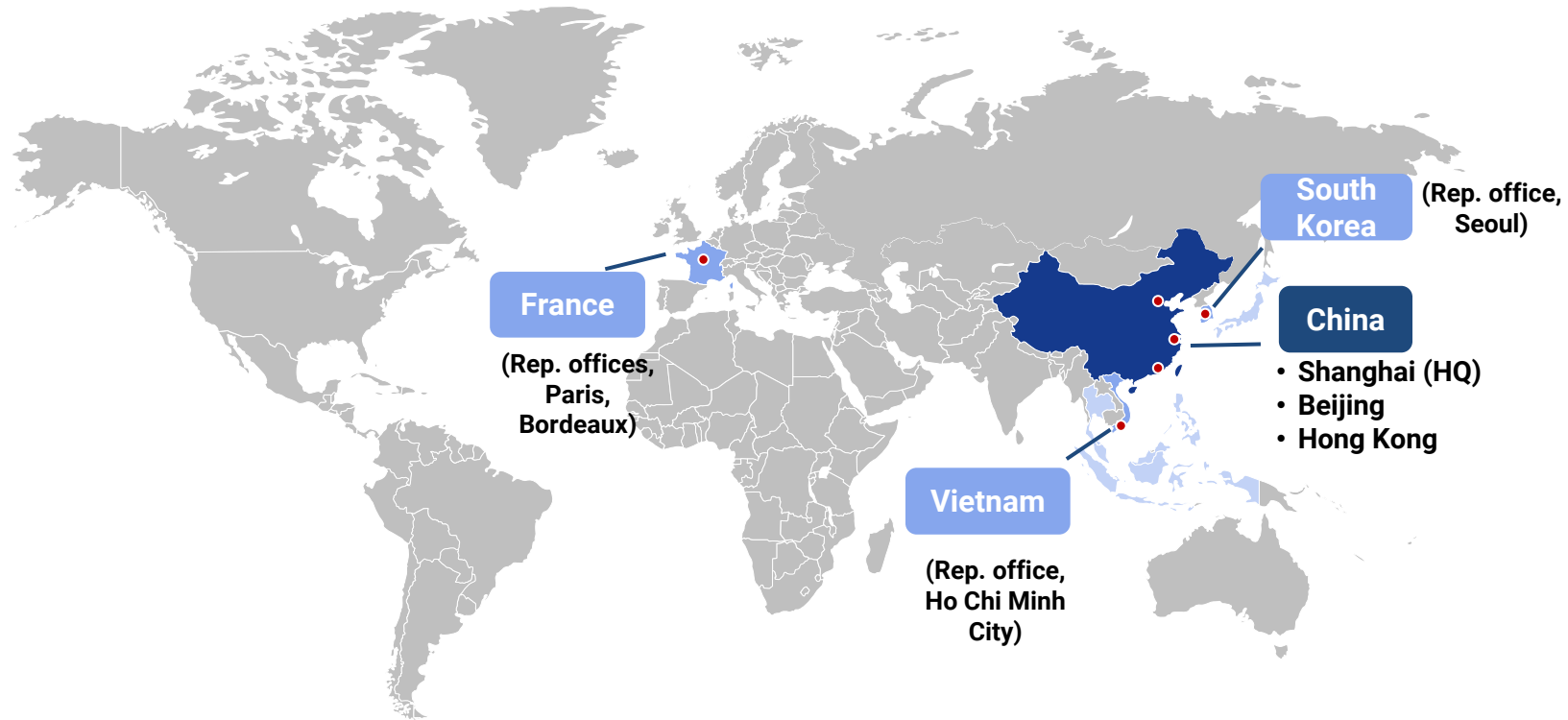
Source: Heuritech, fashion review website designed by Daxue consulting

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A research and consulting firm headquartered in China, with an Asia-focus and a presence on three continents.



Partner offices:

- Philippines
- Malaysia
- Japan
- Thailand
- Indonesia
- Singapore

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Daxue latest quotations in recent publications

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TECHINASIA

Business of Apps

JING DAILY 精奢
THE BUSINESS OF LUXURY IN CHINA 商业观察

SBS NEWS

ASIA WEEKLY

FT FINANCIAL TIMES

英文中国新闻
The China Post

REUTERS

GLOBAL TIMES

SBS NEWS

theguardian

y net
news.com

Le Monde

THE WALL STREET JOURNAL

Les Echos.fr

THOUGHTFUL
CHINA

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THE POCKET WINE WEE SITE IN ITALY

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gbtimes
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INSIDER

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AFRICA'S TECHNOLOGY NEWS LEADER

THE JORDAN TIMES

Jing Daily

World
Trademark
Review

FINANCIAL REVIEW

ASIA WEEKLY

Contrepoints
le nivellement par le haut

The Street

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中国法国工商会

ISRAEL HAYOM
THIS IS WHERE WE START

CHANNEL NEWSASIA

algemeiner | a

華美銀行
EAST WEST BANK

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The Business Fashion
BOF

Los Angeles Times

StartupBRICS
L'Actu Tech & Startup des Emergents

EL PAÍS

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ABOUT

Who we are?

Double V Consulting - Your Insider into China market

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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



Millennials & Gen Z

Localized

We have offices operating in both Hong Kong and Shenzhen



Since 2017

How we can help you?

Double V Consulting - Your Insider into China market

TRAINING

We offer online courses and workshops through [CHINABLE Academy](#), an affiliate of Double V.

CONSULTING

We provide brand & competitors analysis, and positioning & market entry strategy.

E-COMMERCE

We help DTC brands set up online flagship stores on Chinese major marketplaces and enhance social commerce.

BRANDING

We cover all major Chinese social media. We help design your communication strategy and provide customized content.

Brands we have worked with

Double V Consulting - Your Insider into China market



GUERLAIN

GUCCI

BURBERRY



KIKO
MILANO

PAULA'S CHOICE
SKINCARE

Supergoop!

Les Néréides
PARIS

FORZIERI

MONNIER
Frères

SOL Janeiro



PHYTO
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G
PARFUMS GRÈS
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REVISION
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CHARRIER PARFUMS
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