

Luxury Business in China

2022 RESEARCH ON LUXURY MARKET IN CHINA

*Where is the physical and mental place that
resonates with Chinese consumers?*



智华
庫丽

LUXECO
INTELLIGENCE

LUXURY BUSINESS IN CHINA

Note & Preface 02

One-on-One Interviews 04

City, Consumption and Space

I. Deeper focus on “nearby” places 06

II. Unique appeal of certain non-first-tier cities 10

III. Halo effect of “luxury shopping mall” 14

IV. Distinct charm of “local culture” 26

Health, Emotion and Social Contact

V. “Lifestyle” and leisure 40

VI. Cultural and artistic resonance 44

VII. Relaxing “vacation” mindset 53

VIII. Outdoor activities for stress release and social contact 62

Conclusion 72

Customized projects and cooperation negotiations, please contact:
Wang Qiong | Director of LUXECO INTELLIGENCE
Wechat: elisatina929
(Please note “LUXECO INTELLIGENCE Cooperation”, your name and company)
Email: lci@luxeco.com

Authors of the report: Ruoyu Zhu, Qiong Wang,
Junyang Wang, Daiqian Jin
Layout Design: Qi Tang
Due date: June 2022

Note



Alicia Yu

Founder & CEO of
Luxe.CO and Orange Bay Education

At the invitation of Business France, the Woolmark Company, Shanghai Fashion Week, China Chain-Store and Franchise Association and financial institutions such as BNP Paribas, Citibank, Goldman Sachs, CITIC Securities and Guotai Junan Securities, Yan Yu has delivered speeches on entrepreneurship, innovation and investment trends of Chinese and foreign fashion industries as a keynote speaker. She has graduated from the University of International Business and Economics and was awarded a BA in economics and an MA in international trade. She is also a CFA charter holder.

The development of luxury brands and competition among them in the Chinese market have entered a new stage.

Brand communication has shifted from “monologue” to “dialogue” and is more in line with the Chinese consumer’s mind. Luxury brands are offering a bigger variety of products to China market, introducing more and more limited-edition and custom-made, and launching new products worldwide with China as the first stop.

Meanwhile, luxury brands have developed a deeper understanding of the Chinese culture and geography, as their strategy for entering a city has become more intensive than extensive and is carried out step by step.

We live and work in the city. Apart from parks and green-lands, the greatest contributors to a more delightful and beautiful city are luxury brand and upscale commercial complexes, because they are the most devoted creator of scene and content—they make our scene of life more international through expert visual language and spatial design. They make our consumption more global with premium products and experiences. While, “localization” efforts that could turn heads more have helped us rediscover the most astonishing parts of our urban history and cultural heritage.

Luxe.CO and LuxeCO Intelligence have long been dedicated to providing quality information and research to the fashion and luxury industry so that we fully comprehend the importance of “content” and “scene” for luxury brands, especially in China market. Based on years of study and the latest survey, this ground-breaking report of LuxeCO Intelligence can help key players of the industry, incl. brand owners, retailers and real estate developers to understand in a systematic way how luxury brands and high-end commercial complexes create fascinating scenes and amazing “localized” contents continuously to meet and exceed the higher and higher expectation of Chinese consumers.

Preface

Life is a journey, and each of us is a traveler embarked on this journey. Even when we're unable to travel far to visit a foreign country due to the pandemic, we can still keep seeking a most relaxing place in urban jungle, suburbs or even a virtual space to gaze at a time of change and renewal of everything.

When we're seeking, we may witness different scenes, encounter the love of our life or take up a career because of changes in our state of mind, cognition, preference, focus and expectations; each success is signaled by a strong resonance inside our heart.

Striking a chord with consumers has become crucial for brands to establish an emotional bond with them and develop a positive feeling for them. In the past few years, the Chinese market has provided opportunities and dividends for fast-paced growth of the global luxury market. However, amidst recurring outbreaks of the pandemic and dynamic social environment.

- How to maintain the speed of growth in the future?
- How to comprehend the market and cultural context in depth?
- How to create content and scenario that can resonate with Chinese consumers?

As a leader in industry research of fashion and luxury goods in China, LuxeCO Intelligence started to conduct one-on-one interviews and comprehensive research targeting mid- to high-end Chinese consumers living in first-tier to third-tier cities across China in this report. During this process, many intriguing phenomena were identified. For instance:

- Consumers start to pay more heed to “nearby”

cities and communities, and only distinctive and unique commercial space is interesting enough for consumers to visit after a shopping spree.

- High-net-worth individuals are pursuing a sense of belonging at a cultural level, especially the connection with Chinese culture, art and history.
- The middle class and younger generation are trying out a more healthy lifestyle by participating in outdoor sports in nature to release stress and expand one's social circle...

These phenomena illustrate that: Chinese consumers, particularly the younger generation have formed an ever-closer bond with the places where they live. With the acceleration of urban development, local fashion and luxury goods establishments have won back consumers while unleashing buying power continuously. It's obvious that people in various cities all ardently expect to see a larger number of better commercial complexes and luxury brands expanding into their cities. Localization of foreign brands is spreading from first-tier to second- and third-tier cities. With the all-pervading social media, consumers across different cities are more aware of and focus more on quality brands which stand for a better life.

Based on continuous monitoring and long-term research on the luxury market and industrial trends in China, LuxeCO Intelligence has kept conducting during years one-on-one interviews with mid- to high-end Chinese consumers delve into the latest evolution of "physical space" closely related to luxury brands and revealed the diverse development of demands of well-heeled Chinese consumers so that we can provide a “practical” reference for readers to get a better understanding of the future trends of the Chinese luxury market and unlock more opportunities for innovative thinking.

One-on-One Interviews

(Profile of the 30 Interviewees)

Sex

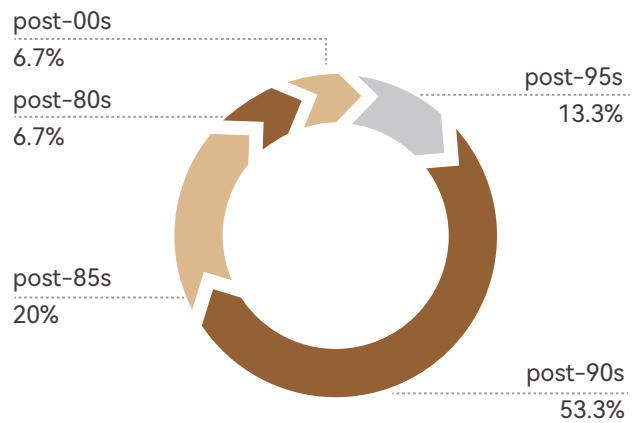


Male
36.7%

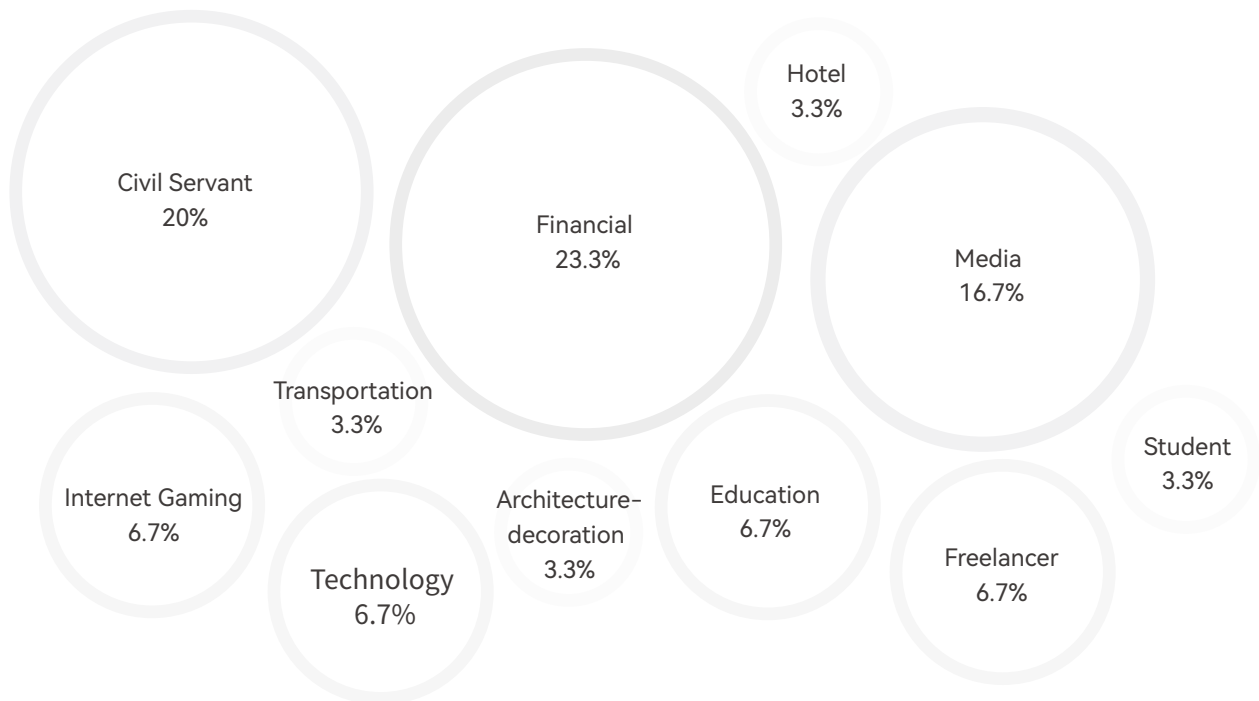


Female
63.3%

Age



Industry



LUXURY

CITY CONSUMPTION AND SPACE

- I. Deeper focus on “nearby” places
- II. Unique appeal of certain non-first-tier cities
- III. Halo effect of “luxury shopping mall”
- IV. Distinct charm of “local culture”

Y

I. Deeper focus on "nearby" places

Local consumers take pride in the progress of their cities. Luxury brands draw extensive attention from local consumers as a result of expanding business in new cities.

In his book *Topophilia: A Study of Environmental Perception, Attitudes and Values*, Yi-Fu Tuan, a renowned Chinese-American geographer writes that, people share an affective bond with place.

People are emotional when facing the physical world as if it were part of human nature. When people form a geographical link to the world, in their mind, there will be a host of "places" that are most vital to them or share the strongest emotional bond with them or bear the highest value for them, each with its own content and significance.

Since China is massive, physical distance instills in the Chinese people a strong sense of belonging for both their hometowns and places where they have worked in their adulthood. As the development of cities and even towns accelerates, content that features a certain city usually becomes a much-discussed topic.

Under the influence of COVID-19 pandemic control, people's lifestyle and spending patterns shift as they live their daily life within a smaller scope of space compared to the pre-pandemic level. One of the changes in them is enhanced concentration on "nearby" places, especially on preferred streets, commercial districts and cities where they

live. Updates on commercial prosperity of the city, especially those on top luxury brands have become one of the major means to pay heed to the city.

According to the consumer research conducted by LuxeCO Intelligence, many participants exhibit increasing focus on and a higher level of participation and affinity for local commercial districts and complexes.

This also rings true on social media platforms where local consumers display strong enthusiasm towards local commercial updates.

More and more content providers act like antenna of certain cities on social media platforms and they only concentrate on commercial news by diligently posting commercial and retail updates of the city, which is true to the "Chinese way." Comment sections are quite buzzing with the majority of comments from local users who pay more attention to: whether or not there will be new luxury shopping malls in the city? Whether or not luxury brands have all gathered here? Which brands have not established stores here? Which brands have set up more upscale stores?

Due to such public sentiment on social media, when a luxury brand expands into a new market in a certain city, it unintentionally triggers expectations on the brand, draws attention from that city and nearby places and furthers consumers' sense of honor for the development and commercial prosperity of their resident cities.

Consumers are particularly enthusiastic about the establishment of local new stores, initial stores and flagship stores.

When Luxe.CO monitors commercial news of Chongqing on social media, we have found that local users know where stores of luxury brands are located like the back of their hands. For example, it's

interesting that many look forward to the first Chanel boutique in Chongqing and wonder when it would come and in which commercial complex it would be situated.

Another example would be, when we monitor commercial news of Suzhou, it becomes evident that demands of well-heeled local consumers are far from being met. On one hand, they claim that luxury brands in Suzhou lack variety and they long for more luxury brands to launch stores here. On the other hand, they think there is much room for improvement in the planning and construction of local commercial districts and complexes. They expect that Suzhou's luxury business can be invigorated.



“One-on-One Interviews

Ms. Fan, post-90s, Female,
Architecture-decoration Industry, Suzhou

shopping malls and brands such as Dior and Chanel. Only Louis Vuitton, Gucci and some other brands have set up their stores here. If you want to buy more trending products, you need to go to other nearby cities such as Wuxi or Shanghai.

I am in contact with sales at Plaza66 Shanghai, so I have heard that many of their clients are from Suzhou.

I think all malls in Suzhou require renovation and that they are too small. I hope that more luxury malls will be launched in Suzhou and more luxury brands like Chanel could establish their stores here to provide more categories of products. Items of the same brand provided at stores in Shanghai and Wuxi are different and

Xixi, post-85s, Female,
Civil Servant, Changzhou

I only shop at malls in Changzhou if I'm in a rush. Usually, I prefer Beijing as my shopping destination. Since I've attained my college degree in Beijing, I'm familiar with where to get what I want. For instance, some brands are only available at SKP Beijing. If I often take a trip there, I will visit malls in Beijing. However, I won't spend much time shopping since I'm goal-oriented and would leave once I've got what I want.

I definitely expect that there would be a luxury mall in Changzhou as I feel that there are less and less products with brand power in Changzhou, especially in recent years. Some brands are available online on Taobao, but they are not in physical stores in Changzhou. I don't usually shop locally. Due to the pandemic, you can't necessarily go out often either. If there is such a local place that offers luxury good, I'd definitely pay it a visit.

Sweet and Sour Mandarin Fish, post-95s,
Female, Media Industry, Kunshan

While I was studying in London, I found that compared to the categories of product luxury brands offered domestically, foreign stores present more categories and the latest items earlier. Apart from London, other cities in the U.K. have less to offer, and in China, only large cities host a greater number of luxury stores.

Panda roux, post-95s, Female,
Media Industry, Nanjing

Deji Plaza Nanjing is THE place to be for luxury goods. When I took the underground, I've noticed that many people from nearby cities would come to Nanjing only to shop at Deji. I think that they must want Nanjing to have more luxury malls.

Darren, post-90s, Male,
Media Industry, Suzhou

I usually go to Suzhou Center because I live close by and it's convenient to grab a bite there.

Nowadays, malls in Suzhou are weak in business development with fashion brands. I'd go there mostly for F&B instead of buying clothes or other brand products.

Yilan, post-90s, Female,
Hotel Industry, Sanya

I think Sanya has a limited number of places for shopping. For example, within a couple years after I graduated and went back home, I had to go somewhere else to shop. If you don't have a plane ticket, you are not allowed to buy products at CDFG, Sanya International Duty-free Shopping Complex. Shopping at HTDF is more convenient, however, since it's more like an urban shopping center with a few affordable luxury brands and more varieties of products than before; you can also shop here without a plane ticket. Brands like lululemon are available these couple of years. However, for luxury brands, you still need to have a plane ticket to buy.

Xiaoli, post-90s,
Education Industry, Changchun

If it's possible to go out, most people in Changchun would go to Dalian or Shenyang to shop. For instance, I have a friend who was obsessed with Louis Vuitton's cross-brand collaborations such as Louis Vuitton X Supreme or Louis Vuitton X FRAGMENT. He went to Shenyang once he learned that such products were available there.

Although the upscale shopping centers in Changchun are filled with luxury brands, compared to stores in Beijing and Shenyang, the area of those in Changchun is smaller; it takes longer for new products to be on the store shelves. When I was in Shenzhen, I saw a new Louis Vuitton wallet which was not yet available in Changchun. The age group is largely different from that of Shenzhen and Beijing, as well. For example, more young people visit SKP Beijing, while shoppers at the Changchun mall I visited are aged between 35 to 50. Most young people here wouldn't buy luxury goods offline at local malls.

The main reason why local malls are not attractive to me is the surrounding jewelry stores, gold shops, snack stands and pedestrian streets. I don't think these amenities match the position of an upscale mall. Furthermore, the interior is not as bright as that of upscale malls in Shenzhen and Beijing, which creates a less than satisfactory experience. Although there may not be many people in large upscale malls in Beijing and Shenzhen, but the interior feels relatively brighter.

II. Unique appeal of certain non-first-tier cities

As a city picks up the pace of development, its population growth and sophisticated commercial atmosphere can help better realise the potential of consumption of luxury goods.

First-tier cities used to be crown jewels. Plenty of opportunities are brought in due to the sophisticated infrastructure and industrial clusters featuring advanced technology... As a result, first-tier cities were the preferred cities of employment for the younger generation. However, more and more people are looking into other options than first-tier cities to live in owing to ever increasing housing price to income ratio, high pressure resulted from fast-pace city life and shrinking chances of professional development caused by the industrial involution.

In fact, the gap between first-tier and non-first-tier cities has become smaller and smaller concerning facilities, infrastructure and commercial complexes. Furthermore, many non-first-tier cities come with a number of advantages such as pleasant ecological environment, comfortable living space, better conservation of local customs and culture, more distinctive urban atmosphere, Less stress in life and a happier local population.

It's worth mentioning that many of these cities are destinations of cultural tourism as well as geographical center for economic exchange, which boast of significant value and prominence.

List of Chinese cities by GDP in 2021

Cities	GDP(billion yuan)
Shanghai	43214.85
Beijing	40269.60
Shenzhen	30664.85
Guangzhou	28231.97
Chongqing	27894.02
Suzhou	22718.34
Chengdu	19916.98
Hangzhou	18109.42
Wuhan	17716.96
Nanjing	16355.33

List of GDP per capita of Chinese cities in 2021

Cities	GDP per capita(yuan)
Kelamayi	218,700
Erduosi	218,100
Wuxi	187,400
Beijing	184,000
Suzhou	177,500
Nanjing	174,500
Shenzhen	173,900
Shanghai	173,600
Changzhou	166,000
Zhuhai	157,400

Data source: National Bureau of Statistics, and Bureau of Statistics of all provinces

Some of non-first-tier cities rise rapidly due to support policies of the government and competition over development among various places. Moreover, many employees and fresh graduates shift their focus onto these cities. Certain non-first-tier cities also take the initiative to extend that olive branch to quality talents. Since 2017, cities rush to vie for talents across the country with non-first-tier cities as the main employers that promote and update a wide range of policies to bring in talents.

1st Batch of model cities of cultural and tourism consumption

Drawing statement: the central governmental has introduced policies to stimulate the consumption of cultural tourism in recent years. The first batch of 15 national model city for cultural and tourist consumption has been publicized, which is non-first-tier cities, including Nanjing, Suzhou, Hangzhou, Qingdao, Wuhan, Changsha, Chengdu, and Chongqing, etc.

Province/autonomous region/municipality	City/district
Hebei	Langfang City
Inner Mongolia	Erdosi City
Jilin	Changchun City
Shanghai	Xuhui District
Jiangsu	Nanjing City
Jiangsu	Suzhou City
Zhejiang	Hangzhou City
Shandong	Ji'nan City
Shandong	Qingdao City
He'nan	Luoyang City
Hubei	Wuhan City
Hunan	Changsha City
Chongqing	Yuzhong District
Sichuan	Chengdu City
Yunnan	Kunming City

As certain non-first-tier cities become increasingly attractive to mid-to high-end talents, the demographics of local consumer groups get younger and more well-heeled.

An meaningful emerges as LuxeCO Intelligence conducts the consumer survey: when interviewees

from first-tier cities such as Beijing and Shanghai recall their business trip or travel in certain non-first-tier cities, they all have positive feedback, either longing for another visit or even considering buying properties there. Life in these cities is more relaxing, which makes shopping more delightful. There are common underlying reasons behind all these: compared to first-tier cities, non-first-tier ones bear more cultural characteristics, enjoy the same level of living standards (i.e., hotels) and a lower level of commercial modern big city atmosphere ...

Since top-notch second-tier cities are more developed than other second-tier cities, we refer to them as “certain non-first-tier cities”. As for the luxury market, to be titled as such, the city must have economic strength and a large population at the same time.

In 2021, the Ministry of Commerce introduced an initiative to “promote urban business,” which included encouraging cities to formulate commercial plans based on local circumstances to meet consumer demands at various layers and make urban commercial layouts of different layers and categories. Under this policy, non-first-tier cities will achieve new heights in consumption upgrade by constructing more quality commercial complexes.

Certain non-first-tier cities are unfolding their robust vitality with regards to their economic volume, industrial structure, size of population, quality of public services and centralized business resources. They will become the engine for the next level of growth in consumption in China in the future and the main incentive for winning back premium talents.

784 updates on marketing and channel expansion of 110 luxury labels across 34 cities in Mainland China are included in the 2021 Power Ranking of Luxury Brands in China by LuxeCO Intelligence. The top 10 are: Shanghai, Beijing, Chengdu, Shenzhen, Ningbo, Nanjing, Hangzhou, Wuhan,

Sanya and Guangzhou. Certain non-first-tier cities such as Chengdu are second only to Shanghai and Beijing, while five of them such as Ningbo and Nanjing even rank higher than Guangzhou.

Although Chongqing and Suzhou are among the top ten Chinese cities with the highest retail sales in 2021, they are not included in the top 10 of the 2021 Power Ranking of Luxury Brands in China by LuxeCO Intelligence, which means that their potential for luxury consumption remains to be further unleashed.

In 2021,

LuxeCO Intelligence has collected
784 posts on **110** luxury brands
in **34** cities.

Top 10 cities with most posts are as follows:

Shanghai	144 posts
Beijing	82 posts
Chongqing	48 posts
Guangzhou	47 posts
Shenzhen	33 posts
Chengdu	28 posts
Suzhou	23 posts
Nanjing	23 posts
Wuhan	17 posts
Hangzhou	13 posts

Total retail sales by city in China in 2021

Drawing statement: according to the total retail sales of Chinese major urban consumer goods, six non-first-tier cities, including Chongqing, Chengdu, Suzhou, Nanjing, Wuhan and Hangzhou were listed in the first ten in 2021.

Cities	Total retail sales of urban consumer goods (billion yuan)
Shanghai	18079.3
Beijing	14867.7
Chongqing	13967.7
Guangzhou	10122.6
Shenzhen	9498.1
Chengdu	9251.8
Suzhou	9031.1
Nanjing	7899.4
Wuhan	6795
Hangzhou	6744

Lavant Shopping Center Guiyang



quotes from social media platform

- Nice Pictures. Next time I go to Guiyang on business, I will also take photos. I'm glad that the LV store will be opened in Guiyang. Although I can't often afford luxury goods, I'm happy to go shopping occasionally.
- It is said that the LV store will open on August 8 or August 12.
- Guiyang is great. It has developed rapidly in recent years. The temperature here is pleasant, suitable for living, and there are many delicious food and tourist attractions. Many outlanders bought properties in Guiyang for a summer vacation.
- I didn't know that Guiyang was cool in summer. I will go there next summer.

MixC Wuhan



quotes from social media platform

- There are relatively few niche perfume brand stores in Wuhan, and I look forward brands like PENHALIGON'S, FRED ERIC MALLE, KILIAN, CREED, BYREDO, DIPTYQUE, L'ARTISAN PARFUMEUR into Wuhan as soon as possible.
- It is expected that the Plaza66 Wuhan and the MixC Wuhan will introduce more niche perfume brands in the future.
- I really hope that PENHALIGON'S and DIPTYQUE will enter the MixC Wuhan to make up for the brands that Plaza66 Wuhan and the Wushang Mall do not have.

III. Halo effect of "luxury shopping mall"

Since the approval of a project, luxury shopping malls have caught the eye of many local or even regional consumers. Quality projects have unlocked opportunities for luxury brands' expansion into a new city.

For certain non-first-tier cities, there was only one shopping center with several luxury brands, however today, multiple real estate developer are positioning their upcoming projects as luxury/premium shopping malls from day one, due to confidence on local consumption potential and cities future development.

Local consumers of luxury goods were used to buying products in first-tier cities. Nowadays, they long to purchase a variety of products as diverse as those in first-tier cities and to enjoy quality brands and the rich atmosphere of high-end commerce locally.

Certain non-first-tier cities such as Chengdu, Xi'an and Wuhan have transformed from only one existing shopping center with luxury brands in it, to several new shopping centers designed for luxury brands.

Others like Nanjing and Suzhou are undergoing such evolution or embracing looming changes.

In certain non-first-tier cities, number of luxury/premium shopping malls have transformed from One to Many.

Chengdu

Chengdu Yanlord Landmark Plaza
Chengdu IFS
Sino-Ocean Taikoo Li Chengdu
Chengdu Yintai in99
SKP Chengdu (estimated to open for business in October 2022)

Suzhou

YANLORD CANGJIE (estimated to open for business in 2023)
Central Plaza by Hongkong Land (introduced)
Huamao Centre (introduced)

Chongqing

MixC Chongqing
IFS Chongqing
WFC Chongqing
Hongkong Land
China Resources Land (bought land)

Hangzhou

Hangzhou Yintai in77
MixC Hangzhou
SKP Hangzhou (under construction)

Sanya

SKP Sanya (being introduced)
Taikoo Li Sanya (being introduced)
MixC Sanya (being introduced)

Ningbo

Ningbo Hankyu Department Store
MixC Ningbo

Changsha

IFS Changsha
MixC Changsha (under construction)

Wuhan

Plaza 66 Wuhan
K11 Wuhan
MixC Wuhan

Xi' an

SKP Xi' an

Zhengzhou

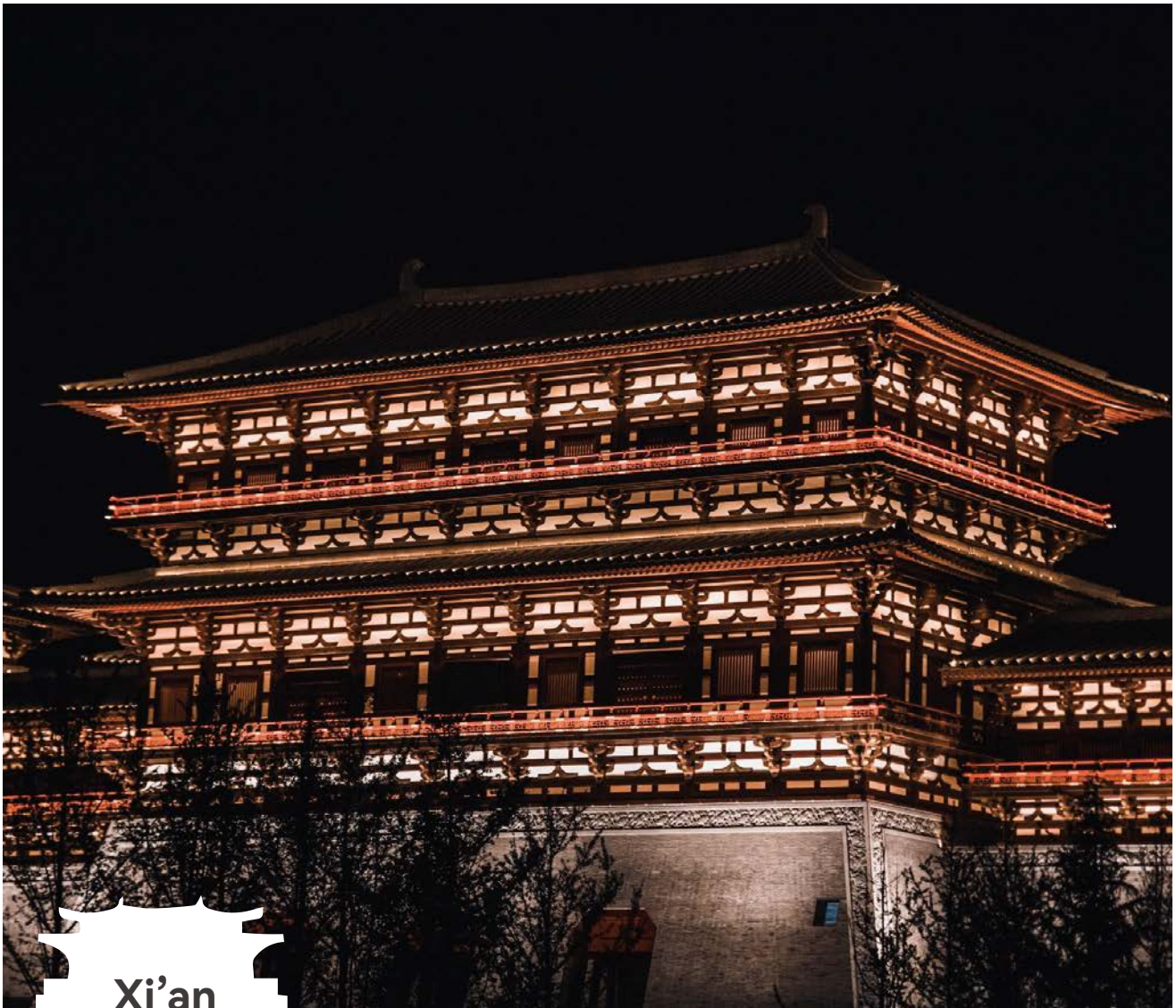
Dannis David Palaza
MixC Zhengzhou



Opened in 2010, the Chengdu Yanlord Landmark Plaza is the first upscale shopping mall in southwest China. Top luxury brands like Louis Vuitton chose to set up stores there when it opened: Louis Vuitton unveiled its first global flagship store in southwest China, Prada its first flagship store in Chengdu, Dior its first flagship store with a full range of categories in southwest China and Max Mara its third largest 2-storey flagship store worldwide and the largest in Asia... This allowed locals to lead a brand-new fashion lifestyle and the plaza was regarded as the initial luxury shopping mall in southwest China, establishing an irreplaceable international luxury landmark across the axis of Chengdu.

Fast forward to 2014, Chengdu IFS and Sino-Ocean Taikoo Li Chengdu opened in succession and the central business shopping district in Chengdu Chunxi Road Yanshi Kou was booming with irresistible force to facilitate the city to become “the third city of fashion” that could match the

fashion landscape of Beijing and Shanghai. In 2020, with the completion of the second phase of the MixC, the MixC commercial shopping district in Chengdu reached another milestone; In 2021, Jiaozi commercial shopping district where Chengdu Yintai in 99 was situated began to take shape. Along with the MixC and Chengdu Chunxi Road Yanshi Kou, it has become one of the three interdependent commercial nodes. In the fourth quarter of 2022, SKP in Jiaozi commercial shopping district opened its doors. As the large-scale renovation and upgrade of Yanlord Landmark Plaza was about to be completed, the Hongzhaobi commercial shopping district where the plaza was located would be rejuvenated with trending new fashion styles. COSMO located in the Financial City of the Gaoxin District will be transformed into a fashion center since it stopped operations for renovation in 2020. The flagship Tonino Lamborghini Hotel in Asia will be unveiled here soon.



Xi'an

Built in 1998, Century Ginwa is the first of the commercial complexes launched in the Zhonglou shopping district and the earliest upscale luxury shopping mall in Xi'an.

However, in 2011, Xi'an's luxury market experienced a shift as SEG Plaza opened in the central shopping

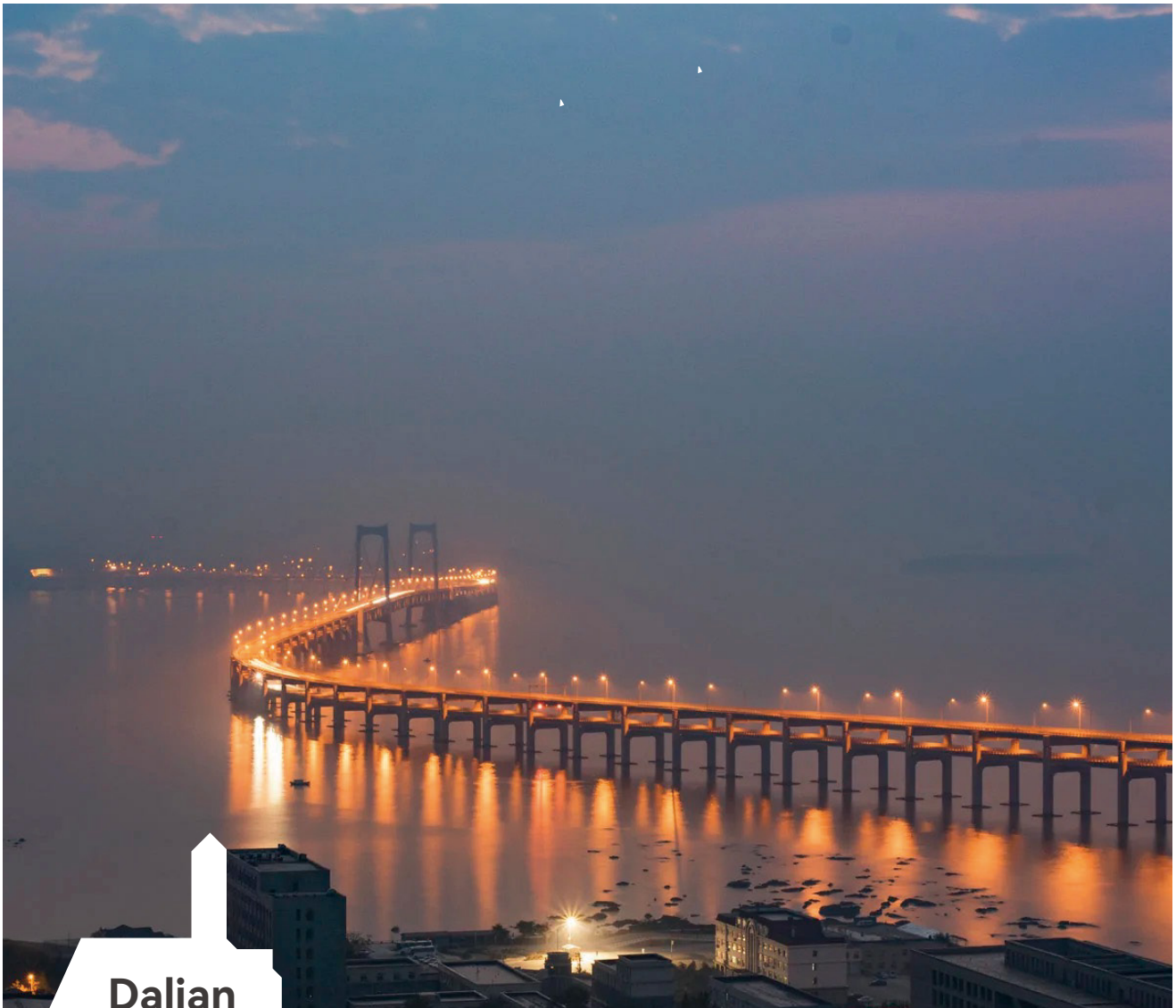
district in the south of the city. Particularly, in 2018, SKP was launched in Nanmen shopping district, forming "a triad" along with Century Ginwa Zhu Jiang Time Square. Joy city joined Qujiang shopping district in the same year, which stirred up a new round of transformation of business layout in the whole city.



The Wuguang shopping district has been a crucial district for high-end consumption. Before 2000, it featured department stores. Heading into the 21 century, it gradually shifted into a district of shopping malls. In 2007, positioned as an upscale venue for consumption, Wuhan International Plaza opened for business, setting the tone of “high-end shopping” for the district. In 2020, with the opening of K11 and Plaza 66 in Wuguang district, its retail business and consumer experience were further elevated to the next level. According to the reports of the Hang Lung

Group Limited: after just one year of operations, Plaza 66 Wuhan “is not only strong in sales, but also has welcomed top-class luxury brands as tenants whose total number is only second to its Shanghai counterpart. It is expected to receive more tenants in the next few months.

During Labour Day Golden Week in 2022, MixC Wuhan by CR was officially opened for business, marking the successful launch of another premium business project of tremendous significance.



Dalian

Opened for business in 2008, Dalian Times Square used to be the must-go shopping destination for luxury goods, housing luxury labels such as Hermès, Louis Vuitton, Dior, Gucci and so on. Launched in 2015, Plaza 66 Dalian was initially positioned as a secondary upscale shopping mall. However, after all-around upgrade in 2021, a series of brands such as Gucci, Bvlgari, Bottega

Veneta, Fendi, Balenciaga, Louis Vuitton and Moncler joined its list of tenants. Since then, Plaza 66 became a new landmark of luxury shopping that could rival Times Square. All shopping malls owned by the Hang Lung Group Limited achieved a double-digit growth y-o-y in sales in the second half of year in 2021 compared to 2020, with Plaza 66 Dalian's sales surging by 95%.



Suzhou

Opened in 2003, Suzhou Metro Shopping Mall was poised as a boutique shopping mall early on. However, as it developed, the ratio of luxury brand and international brand gradually climbed, becoming a complementary peer to Taihua Shopping Mall established in 1996. They have become the only two high-end department stores in Suzhou until now.

Suzhou has yet to embrace its first landmark project of luxury commercial complex. However, the blank canvas of Suzhou's luxury landscape will soon experience a crucial change as a host projects land in Suzhou, including YANLORD CANGJIE, Huamao Centre and Central Plaza by HKLD.



As Guiyang Hunter City Mall was unveiled in 2010, ushering in the era of booming for shopping malls in Guizhou and breaking the overstaying business pattern of “department store + shopping block” in Guiyang. In 2011, with the opening of Guiyang Century Jinyuan shopping center, Guiyang stepped into the era of development for shopping center in a real sense.

Between 2012 to 2020, local shopping malls were sprouting up. A host of projects like Yitian Holiday World and Shazhichuan outlets were launched. At this stage, new shopping districts started to emerge, including Century City, Olympic Sports Center, Exhibition Center Financial City, just to name a few.

In the future, as large-scale signature commercial projects such as the MixC, Sunac Cultural Tourism City, Longhu Tian Street enters Guizhou, they will inject more vitality into the development of local commercial properties.

In the summer of 2022, LavantLixing Center, an upscale large commercial complex developed by Guiyang XingliLavant Department Store will be put into operation. The project aims to build the most high-end and representative commercial center which is expected to be a gathering place of top-notch luxury goods in Guiyang or even Guizhou Province.



Wuxi

Founded in 1969, Dongfanghong Shopping Mall was the largest state-owned department store in Wuxi; It was renamed “Wuxi Commercial Mansion” in 1988 and “Grand Orient Department Store” in 2010, marking its transformation from conventional department store into a modern upscale boutique.

Two of the major shopping districts prior to 2010 were Zhongshan Road district featuring Grand Orient Department store and Wuxi Yaohan and Taihu square represented by MaoyeTiandi. In 2010, emerging shopping districts such as Binhu and Xinwu started to take form. In 2013, another two high-end shopping malls joined Zhongshan

Road district—Suning Plaza and Plaza 66.

Among these shopping centers, Plaza 66 is the undisputable leader in upscale shopping malls in Wuxi. After several years of gradual evolution, many luxury houses such as Balenciaga, Blancpain, Burberry, and Cartier joined the Plaza, propelling its successful shift into an upscale shopping mall in 2019. Its rental income grew by 4% during the second half of 2020. In 2021, it jumped to 40%. At present, the second phase of the Plaza is under construction at full speed.

Though first-tier cities are home to more varieties of brands, luxury shopping malls in certain non-first tier cities are catching up in this regard. For instance, Plaza 66 Wuhan, only one year after its opening, is not only strong in sales, but also has welcomed top-class luxury brands as tenants whose total number is only second to its Shanghai counterpart. There are still more to come in the coming months.

Deji Plaza Nanjing is also about to join the first echelon. It ranked first for two years consecutively among Chinese shopping centers with 6.64 billion yuan in sales in 2014 and 7.02 billion yuan in 2015. In 2018, its sales reached 10.1 billion yuan becoming one of the only two large shopping malls whose sales surpassed 10 billion yuan (the other one was SKP Beijing).

A signature commercial complex, especially a luxury one can not only attract consumers and take the market by storm but also create more added values or even become a true phenomenal landmark, which bears significance to elevate consumer consciousness in lower-tier cities, stimulate and remodel fashion atmosphere, educate customers, ramp up regional impact of a brand and increase revenue.

Meanwhile, a premium complex is an appealing photo spot for consumers especially the younger generation of consumer groups. We have often observed that some Social media users would follow up the construction progress of a certain luxury shopping mall.



MixC Fuzhou



quotes from social media platform

- Finally, Fuzhou has a top luxury shopping mall.
- Fabulous!
- Awesome, the interior decoration is nice.

YANLORD CANGJIE Suzhou



quotes from social media platform

- I have been here all my childhood and miss it very much.
- Yanlord Land's projects in Suzhou are very attentive.
- As a retail venue, the details and refinement of YANLORD CANGJIE are expected, which depends on investment promotion.

Foot traffic and other statistics of recently-built commercial complexes positioned as luxury shopping venues (partial):



Plaza 66 Wuhan

opened in March 2021, houses around 300 stores with 110 initial, exclusive and flagship stores in Wuhan.



Ningbo Hankyu Department Store

opened in April 2021, attracted nearly 100,000 customers daily on average during the National Holiday, a 120% growth compared to the Labor Day Holiday.



The MixC Haikou

opened on June 26, 2022, 210 brands opened for business that day, with around 60% initial in Haikou.



The MixC Fuzhou

opened on June 18, 2022, attracted 40% as first-time tenants in Fuzhou; over 50% high quality boutique stores in this city.



The MixC Wuhan

opened on May 1, 2022, attracted 170,000 consumers on that day.

Upcoming commercial complexes (partial):



SKP Wuhan

located at the former site of Hanjie Wanda Square, the contract with Wuhan government was signed in 2021; estimated to open for business in 2023.



Suzhou YANLORD CANGJIE

estimated to open for business in 2023.

“One-on-One Interviews

Xiaoli, post-90s,
Education Industry, Changchun

When I went to the MixC Shenzhen with friends, I didn't recognize some of the brands. However, I felt that since they were introduced and could set up stores at the MixC, they must not be just any brand. This has become a way for me to acquaint myself with new brands and malls can introduce me to niche brands that I've never seen before.

Cici, post-95s, Female,
Technology Industry, Shenzhen

I paid a visit to the MixC Shenzhen a couple months ago and went into the Louis Vuitton store there. The interior of shopping malls is alike, but luxury malls house more luxury brands. They also put up advertisement boards on the façade, which you can tell at a glance.

Dora, post-90s, Female,
Civil Servant, Chengdu

I went to Yintai in 99 a couple months ago, which is near my office. A lot of key components come into play such as brand introduction, related services, nearby environment, amenities and which section of the road the mall is located in. Near in 99 are a hotel, park, office building, Financial City and government institute, befitting the upscale status of the mall.

HYP SM Consultant, post-90s,
Education Industry, Shanghai

I usually go to IFC Shanghai to buy clothes since there're more brands there. Shopping experience at Deji Plaza Nanjing is better since the restroom is the cleanest. If the mall is over-crowded, it's not acceptable. In fact, IFC Shanghai has a lot of consumers but not too much, which is fine. The upside is that the brands there are what I want and there is also a more complete set of high-end brands.

Lemongrass, post-85s, Female,
Freelancer, Suzhou

I've lived in Shanghai for a decade, and my office was close to Plaza 66 and K11, which brought a whole different experience. There weren't many consumers at Plaza 66, but it still performed well; as their target group was the goal-oriented high-net-worth individuals.

If my husband is on a business trip in Shanghai, knowing what to buy for me, he would go straight to a Chanel store and ask the sales people to recommend a handbag or another gift, which is quite efficient.

Danlei, post-90s, Female,
Technology Industry, Beijing

My office is in the China World Trade Center. The last time I went to a luxury store was to Goyard with my friend. She was an old customer of the store, and she knew the sales people. I think it has a great shopping atmosphere with not too many people. I'd go to its Chanel store as well.

Luxury malls vary in environment, interior decoration, clientele, consumer group and the portfolio of luxury brands. SKP has a more comprehensive host of brands and a higher-end consumer group made of office workers who are into fashion.

Distinct charm of IV. **Distinct charm of** **“local culture”**

in this market of vasty territory, abundant resources and diverse culture and custom, luxury brands must pre-conceive how to communicate at a deeper level with local consumers when taking the opportunity to explore new cities and stores.

By the end of this April, while christening the new LV boutique in Lille, France, chair and CEO of LVMH Moët Hennessy Louis Vuitton Bernard Arnault stressed that: “We always Try to immerse ourselves in local culture.”

Once a renowned local restaurant in Lille, L’Huître was a historical Art Deco landmark known for its colorful interiors using mosaic tiles. Some 30 local companies were conscripted to painstakingly restore the façade and interior of this historic building to its original state while keeping its former glory.

Local culture plays an important role in a globalized world. It refers to time-honored cultural traditions that bear a significant role to play, have been passed down till now and can stand for the unique charm of local places. While luxury brands are under global expansion, adapting to local culture through construction and design of local stores can better connect with local consumers, promote brand image and tap potential and intangible value of the brand.

Many luxury brands have put forth examples of localization in European and other Asian markets.

When they enter China, local culture becomes ever more important and valuable in bonding with local consumers and boasts of bigger opportunities.

On one hand, China enjoys long-standing and well-established cultural legacy, diverse local customs and practices in various regions can be inspiring for luxury brands to investigate and expand and be conducive to exerting differentiated influence which would turn into core competitiveness in the global market;

On the other hand, as traditional Chinese culture rejuvenates and its promotion shifts from state-lead to spontaneous individual behavior, the Chinese people’s intrinsic confidence in Chinese culture is being awakened. Now, Chinese consumers no longer follow or chase after Western brands blindly. They focus more on whether or not the brand can highly align with one’s own cultural identity.

For a long time, luxury brands have taken first-tier cities such as Beijing and Shanghai in China. During this trial-and-error process, they have accumulated rich experience. However, with vast market comes various practices, custom and regional landscapes. When luxury brands delve

into certain non-first-tier cities to increase their base of high-end consumers, it must come to their mind that local consumers' expectations of them are no lower than those in first-tier cities.

What follows is whether or not setting up only one standard store would be enough as luxury brands enter certain non-first-tier cities?

According to the consumer research by LuxeCO Intelligence, we have witnessed “unprecedented” expectations from locals. Many well-heeled consumers living in non-first-tier cities are already seasoned customers in luxury shopping malls in first-tier cities. When a luxury brand or commercial complex settles in their cities, they hold high expectations without exception; Furthermore, many well-heeled consumers have explicitly expressed their appreciation and love for traditional Chinese culture and exhibited pride in

local culture.

That means the localization of luxury brands still has room for improvement in China. If first-tier cities are the beginning of localization, non-first-tier cities will embrace explosive growth. For luxury brands, localization is a required option for the expansion from first-tier cities to others.

This report encompasses luxury brands' store cases across the globe and in the Chinese market, including Louis Vuitton, Hermès, Cartier and so on. For cases on commercial complexes, Shanghai Xintiandi, Sino-Ocean Taikoo Li Chengdu and Suzhou YANLORD CANGJIE are chosen. We hope that luxury brands could be inspired by the established and ongoing localization practice in their future endeavor in the exploration and improvement of localization.



Shanghai Xintiandi



Sino-Ocean Taikoo Li Chengdu



Suzhou YANLORD CANGJIE

The Localized Stores

Judging from past practice, luxury brands did not mechanically pile up local elements or expose them blatantly in high-profile. In comparison, they adopted implicit, low-profile and obscure measures to present these elements, which demanded contemplation to fully understand. We can even

gather that luxury brands set the elements up as clues to stir up consumers' imagination, which can be a form of interaction between brand and consumer. It's also worth mentioning that although stores of luxury labels play it by ear, each store can be connected with an underlying thread that is the brand DNA.

Case 1: “Louis Vuitton Maison Seoul in Cheongdam-dong” by Louis Vuitton references the 18th century Hwaseong Fortress in Suwon and the “swooping movements and white costumes” in the traditional crane dance, DongnaeHakchum.

the irregularly shaped exterior speaks the language of deconstructivism. Master architect Frank Gehry maintains its architectural ties with the Louis Vuitton Foundation's iconic building (also designed by him) in Paris while enveloping the building with white stone and curved glass.





Case 2: The four-level flagship store, Louis Vuitton Maison Osaka Midotsuji, draws inspiration from the city's historic past as a sea-faring city. As a result, both the interior and exterior connect the store to the maritime world and to the Japanese traditional culture.

to highlight its history, Jun Aoki, a Japanese architect who is in charge of the façade, bases the facade on sails as a metaphoric element for design and shapes the curving glass façade into sails billowing in the wind, creating the feeling that the whole architecture is floating on the sea. At night, the metallic illumination from within echoes with the white façade, transforming the building into a translucent beacon.

The interior space, designed by Peter Marino, a master architect and a seasoned collaborator with Louis Vuitton followed the same conceptual approaches. He only utilizes traditional Japanese building materials whether it's wooden structure or paper. For instance, Peter Marino uses wooden floors, wood-clad pillars shaped like bamboos and metal ceilings to give the impression of ship decks on a yacht about to set sail. With obscure approaches without affectation, Louis Vuitton embeds local culture and dynamics into its building so that consumers can feel at home.



Case 3: "Louis Vuitton Maison" at Sino-Ocean Taikoo Li Chengdu, a different approach of the selection of site and design

located at the heart of Sino-Ocean Taikoo Li Chengdu and adjacent to the historical Daci Temple boasting thousands of years of history, Louis Vuitton Maison encompasses two stand-alone buildings and open courtyards. The Guangdong guild hall is located in one of the two buildings which preserves the original style of the historic building in western Sichuan; Cladded in glass as a bright and translucent illuminant, the other building is used for retail and stands out among the Taikoo Li architectural complexes by preserving the original architectural features of the place.



Case 4: Cartier boutique at Sino-Ocean Taikoo Li Chengdu incorporates local culture and natural landscape after renovation.

translucent glass of the boutique façade creates a natural landscape among clouds. In the center of the store is a signature Cartier leopard lying on its side on the mountain of Sichuan. Other nature-inspired features include floor-to-ceiling bamboo shelves and screens embroidered with leaves of the city tree, the ginkgo.

on the second floor is situated Cartier's first Tea Room globally. Its design is inspired by a collection of traditional elements such as the symbolic circular arch of classical Chinese garden, bamboo wall claddings and a set of bamboo byobu that used to separate space on both sides. The Tea Room treat consumers with renowned Sichuan teas such as Bamboo Leaf Green and Qingcheng Piaoxue.



Case 5: Hermès' Omotesando flagship store in Tokyo is a particularly special case since it stands on the avenue decorated with lush trees like a hermit compared to its Harajuku counterpart located in a buzzing neighborhood.

the store facade incorporates the historic 20-century stone wall preserved by the Parisian architecture agency RDAI commissioned frequently by Hermès. The copper-toned stainless-steel grid envelops the whole façade, resembling light and shadows intermingled in a bamboo grove. At night, with illumination, it generates a relaxing feeling while lending depth to the façade with elegance.

in fact, Japanese design elements are also adopted in the interior. The floor features green stones laid in a pattern resembling Japanese tatami mats, which feels familiar to the Japanese. Columns on both sides of the stairs look like bamboo shoots. When consumers step on stairs in light green, they feel like they are strolling in nature. Mobile partition reminds people of traditional Japanese byobu made in paper.



Case 6: Hermès Landmark Prince's in Hongkong is decorated with unique lines and grids.

the building is inspired by bamboo scaffolding construction techniques used in Hongkong. The interior is compartmentalized into 16 zones as if the whole building is a maze, which make people think of bustling streets and markets in Hongkong.

Case 7: The Hermès store located in Taikoo Hui Guangzhou combines the local tradition of brick making and enamel craftsmanship.

the enamel-covered bricks are arranged horizontally and create volume in a unique progressive three segment pattern, lending depth to the impressive and eye-catching 3D structure. At ground level, on the inside of the large glass window, a carefully arranged wooden screen offers protection from scorching sunlight and reveals the beauty of light and shadow in a poetic way.



The Localized Shopping Center

More and more urban commercial complexes focus on local culture in China to build consumption system based on living, social and recreational scenarios featuring young people. Commercial complexes characterized by local culture embody the aesthetic and cultural pursuit of the local community and are becoming new tourist destinations of cities. People try to seek hidden lifestyles and ways to get around among gathering cultural fragments.

In 2001, Xintiandi was completed at the former site where the 1st National Congress of the Chinese Communist Party took place in Shanghai, which put on the map an innovative design concept of “renovating while preserving original features of building.” Historical and cultural landscape and urban texture represented by Shanghai’s shikumen buildings are inherited by Xintiandi, while contemporary or even avant-garde lifestyle is blended in the building as a disruptive innovation. To a certain extent, Shanghai Xintiandi, as a destination of tourism and social contact, is a curtain-raiser to the localization of China’s commercial complexes and shopping centers.

In the past 2 decades, Xintiandi has gone through two stages: as “an urban lounge” that emphasizes integration of F&B, recreation, shopping, tourism and culture; highlighting its function as “a social venue” to build a place of real vitality. Since Shanghai’s “creative class” focus more on self-value and the realization and expression of one’s own culture, in 2021 Xintiandi entered the third stage: as an ecosystem that integrates creative class, lively space and cultural content.

In April 2015, Sino-Ocean Taikoo Li Chengdu opened to the public. It has brought in refreshing

experience for fashion consumption for local consumers, impacted and shifted commercial development of the city and provided an exemplary case of “the marriage between localization and commercialization” in several aspects, including its prime location in the living urban heart of Chengdu, its building form that combines ancient culture with contemporary vibe or its innovative business model and brand portfolio.

What the case of Sino-Ocean Taikoo Li Chengdu has taught us is that stripping away tangible aspects such as layout of business models, circulation design and commercial consumption the integration of local culture completely involves layers of human emotions. The architectural style adopted is both “timeless and contemporary,” embracing the local spirit and reflecting the details and language of the traditional Sichuan style by incorporating and representing classic elements such as grey cornice tiles and column and tie construction. Sino-Ocean Taikoo Li Chengdu evokes human emotions through restoration with diverse “emotion-bearing elements” instead of demotion. These “emotion-bearing elements” could be a historical site, old neighborhood and lane, ancient dwelling, avant-garde artistic installation or even novel interpretation of the classics through design.

What’s interesting is that when people visit Sino-Ocean Taikoo Li Chengdu, they don’t necessarily set their mind on shopping. Many are attracted to this place by its reputation filled with curiosity to have a go at it. However, the dynamic atmosphere propels more people to keep revisiting it, thus creating a positive cycle. This is evidenced by the impressive performance of Sino-Ocean Taikoo Li Chengdu: in 2021, its sales reached 9.5 billion, a 21.9% increase y-o-y. (Source of data: Sichuan Chain Business Association, SCCBA)

“I wish I could tell every single young person why we need to protect ancient cities. In doing so, we are saving a path towards home for ourselves. They are where people go to treat homesickness. To save ancient cities is to save our own identity.”

— Professor Ruanyisan
the Expert Committee for the Protection of
National Cultural and Historical Famous Cities
in China

Yanlord Land Group Limited (hereinafter referred to as Yanlord) has been studying how to bring life to ancient cities. Expected to open to the public in mid-2023, Suzhou YANLORD CANGJIE is a typical case of urban renewal and rejuvenation of an ancient city. It is also a distinguished sample that reflects the trend of localization with regards to selecting site, design and concept.

YANLORD CANGJIE is located in the southeast of Pingjiang historical district. To its south is the east end of East Ganjiang Road; its north East Baita Road, Dongbei Road and all the way to Loumenheng Road.

For historical reasons, the south end of YANLORD CANGJIE has become the last undeveloped land in the ancient city of Suzhou. The Suzhou government is confronted with several pressing unresolved issues such as how to map out the texture of the city, how to restore the system of street, block, lane and alley as the city’s veins and vessels and still be hot to revitalize the historical site.

In 2016, land auction was booming fiercely. The moment the land of YANLORD CANGJIE was listed, it became a much-discussed topic. For locals who were born and raised here and all those who love Suzhou, YANLORD CANGJIE project is deemed as an initial step toward the preservation of the ancient city. Its success will become leverage that

is crucial to the rejuvenation of the ancient city and the future life of those people. After 39 rounds of auction, Yanlord acquired the land at 2.067 billion yuan. At that time, media report stated that: “It’s reassuring to see the land being bought by Yanlord!”

The project wouldn’t be the most lucrative one. When asked why they are pouring money and full effort into this project, the official explanation from Singapore-based real estate developer, Yanlord said that the old district was an epitome of the essence of Suzhou city and purchasing the land was a sentiment.

The government had two requirements on project orientation: on one hand, the project shall have a tremendous impact on the landscape of the old district; on the other hand, it shall exert a great influence on the business models of the district or even the whole city.

Yanlord rose to the challenge under the principle of “respecting the land” and invited top-class design team worldwide to participate in this project. After six months of bidding for design proposal, Australia-based WOODS BAGOT was chosen. With deliberation, the design proposal was finalized after 12 months of formulation, revision and repeated demonstrations of the master plan and conceptual design.

YANLORD CANGJIE comprises open-format blocks above the ground featuring a low-density “modern garden” and 3 levels of shopping center below the ground. The project is located by the water and streets while re-imagining architectural structures such as pavilion, terrace and tower that reflect traditional architecture in South China: the pace progresses and different scenes appear as you take each step; blocks unfold themselves gradually; well-arranged architecture and landscape organically integrate with the old district. Various visual points and crisscrossing “lanes” above the ground encourage consumers to explore deeper into the space.

The YANLORD CANGJIE project intends to marry modern functionality and aesthetics with Chinese tradition and history through architectural design so that the aesthetic principles of traditional Chinese architecture could keep growing and be passed down. A juxtaposition of legacy and creativeness of the project can be proved by the spatial relationship between YANLORD CANGJIE and Xiangmen on the city wall. Yanlord explains that: “YANLORD CANGJIE and Xiangmen are in opposition to each other, illustrating the unavoidable clash between ancient and modern times. This is both a place to visit and to take photos for people, showing trending and symbolic commercial characteristics against the particular cultural system in China.”

When it comes to project orientation as a luxury retail venue and the difficulty of introducing luxury brands, Yanlord says that when luxury brands pick the site to set up a store, apart from a series of usual factors including whether or not the market is big enough and the quality and quantity of consumer group, the location of the project, they would also take into consideration the changes in luxury goods. It is definitely more appealing to convey brand image and attitude by establishing stand-alone stores in a stylish space permeated with rich history and culture and featured atmosphere. In this light, consumers can have similar experiences in standardized shopping malls, but what they experience here in YANLORD CANGJIE is irreplaceable and extremely unique.



how to infuse aesthetic principles of traditional Suzhou architectures into the design is one of the highlights of this project. For example, the design of the rooftop is a modern re-interpretation of a sloping roof of residential dwellings in South China through the combination of contemporary materials and craft with metal roofing to further underline the curvature of the rooftop. Inspired by Suzhou silk featuring ingenious patterns with alternating weft-faced and warp-faced structures, the façade is completed by woven white-washed walls instead of plain plastered ones, creating a modern vibe while echoing with the grey tone and fine tiles.



“ One-on-One Interviews

Xinxin, post-00s, Female,
Student, Beijing

I'd check out landmark malls and architecture when traveling. For instance, Raffles Chongqing, Sino-Ocean Taikoo Li Chengdu and panda shelter are on my list.

Cici, post-95s, Female,
Technology Industry, Shenzhen

I'd certainly visit new landmark malls and brand stores, especially if the new mall encompasses brands that are not available in others. I'd probably take some photos, post them on social media and recommend the place to my friends. If there is something unique like a special installation or pieces with city elements that you can tell at a glance, I'd be happy to go there and take photos.

Lemongrass, post-85s, Female,
Freelancer, Suzhou

Suzhou is a city with abundant cultural patrimony and good life-work balance, which is rare among all the cities. Commercial complexes in Suzhou haven't displayed these features of the city although there is a full range of brands and lots of flagship stores at Suzhou Center. Also, although it is mostly visited by affluent consumers from the industrial park and can provide good shopping experience, it cannot represent Suzhou.

Sweet and Sour Mandarin Fish, post-95s,
Female, Media Industry, Kunshan

If luxury stores or luxury malls could incorporate cultural elements of Suzhou, it'd win me over for respecting local culture.

For Chinese elements familiar to the public such as the Chinese zodiac, it depends on how they are adopted. It's acceptable if they are fully understood when used. If not and mistakes are made, people of the culture would develop bad feelings for the brand; so dedicated research is a must.

Worker in Lujiazui-Beijing, post-95s,
Female, Financial Industry, Shanghai

I'd visit landmark brand stores and malls when traveling. IFC Changsha and panda shelter in Chengdu are not-to-be missed.

I attended an event for the presentation of new products at Prada Rong Zhai before, when I visited Prada Rong Zhai in passing, which was nice. What attracted me was the combination of launching new products with interesting scene or location.

Shuiche, post-90s, Male,
Internet Gaming Industry, Beijing

Every time I am on a business strip, I prefer visiting shopping malls in cities like Shanghai, Hangzhou and Chengdu. I combine business trips with travel. Instead, I hardly shop or buy things in Beijing. Shopping is a holistic experience. When you are shopping on West Nanjing Road in Shanghai, the experience is composed of what is both inside the mall and outside the mall.

Dora, post-90s, Female,
Civil Servant, Chengdu

I think Sino-Ocean Taikoo Li Chengdu is more intriguing than Taikoo Li Sanlitun in Beijing since it is set in the context of the Buddhist Daci Temple. There are small installations at night. Many people take a walk at night to enjoy the night view. Brands set up pop-up stores, installations and hold events at night so that the night scene is quite beautiful.

Yilan, post-90s, Female,
Hotel Industry, Sanya

There is a new commercial space called REGULAR Yuan Ye and it is my favorite mall of all those I've visited over the past half year. It's a great space, a sunken plaza similar to Central Park, with an exhibition hall and lifestyle-featured boutique stores. I believe that I see more possibilities for future malls where the space inside a mall could be integrated with nature, culture and art.

Panda roux, post-95s, Female, Media
Industry, Nanjing

Among domestic shopping malls, Xintiandi Shanghai left a deep impression on me with its stand-alone brand stores. Compared to other large malls, it's more attractive and distinctive due to the old buildings. I'd go there even if I don't have anything to buy. It's comfortable taking a stroll there.

Maybe people go to Taikoo Li more often. However, it would create a good experience if you visit another space which happens to be a park; and then you find out that there is something else underneath. Places that unite experience in nature and artistic space are more appealing to me.

LUX

UR

HEALTH, EMOTION AND SOCIAL CONTACT

V. “Lifestyle” and leisure

VI. Cultural and artistic resonance

VII. A relaxing “vacation” mindset

VIII. Outdoor activities for stress release and social contact

Y

智华
庫丽

LUXECO
INTELLIGENCE

Due to the recurring COVID outbreaks, uncertainties linger around so that people are forced to change their lifestyles, subjecting their mental and emotional health to a severe challenge.

One's mental state is like an operating system which is most fundamental and changes in emotions can affect people's decisions on consumption.

According to the consumer survey by Luxe.CO Intelligence, many share a complex and contradictory attitude towards consumption currently because the pent-up desire for shopping that resulted from the ban on travel needs to be released while hard-pressed consumers are reminded to cut back on consumption and save for the future by the tumultuous economic environment. As a result, consumers are resigned to a middle way of consumption by treating themselves with gourmet food instead of a luxury handbag and gaming rather than traveling to ease stress...

The pandemic has also encouraged people to focus on their physical and mental health. According to our survey: some choose to lift their spirits with exercise; some learn to enjoy their own company at a comfortable home; others embrace social contact outdoors; still others embark on a small trip locally...

Brands need to focus on shifts in social psychology and physical and mental needs brought about by these events. Only by identifying consumers' current and future needs and understanding their subtle psychological changes can a brand manage to retain consumer loyalty amidst a trying time when the buying power crashes.

“One-on-One Interviews

Miaomiao, post-90s, Male,
Transportation Industry, Beijing

The pandemic has depressed me and made me build up a desire for shopping to release the suffocating feeling. I just spent 20 thousand to 30 thousand yuan that I planned to spend on a trip to Xinjiang on a bicycle. Since I can't make it now, I splashed it on something else.

Shuiche, post-90s, Male,
Internet Gaming Industry, Beijing

The pandemic has exerted very little impact on me since it doesn't really affect much the income of our at present. Although I feel that in the future the industry won't be as booming as it was, at least currently the pandemic has not brought down my income by and large.

Yilan, post-90s, Female,
Hotel Industry, Sanya

As the pandemic control gets tighter this year, I've been thinking that people wouldn't necessarily go about revenge-spending. They may become more sensible and save money.

I would consume more on wellness. I used to like traveling abroad or to spend a lot on traveling or new experiences. As we can't travel abroad these couple of years, I put the money on wellness which can make me healthy and happy both physically and psychologically. I would pay more attention to a sustainable lifestyle and lead a healthier and happier life.

Xiaoli, post-90s,
Education Industry, Changchun

The pandemic has its upside from a certain perspective, which is to help us slow down the pace of life. If we work at the office, we leave home early, work for a whole day, get off work, get home, take a shower and go to bed. We don't have much time for watching a movie, reading a book or doing other things. Since the pandemic greatly squeezes time for social contact, we can't spend time having dinner or Hanging out with friends like we used to. As a result, a lot of time can be saved for ourselves.

“ Lifestyle ” and leisure
Lifestyle and leisure

From F&B to cultural recreation:
connecting with the five senses

Lifestyle-featured stores have been around for a while overseas. For luxury brands, they are a business model that attracts mass consumers and creates a bond between consumers and the brand. As Chinese mass consumers’ interest in luxury brands grows to a certain degree, the number of lifestyle-based stores, pop-up shops and events is bound to increase. This type of business model could become a new tool for luxury brands to dip their toes in and explore new cities and regions.

For high-end consumers, Personal luxury goods are not the only thing they’re looking for or longing for. Therefore, luxury brands have been trying to establish commercial space featuring a unique lifestyle for quite a while.



As early as 2017, Tiffany set up the Blue Box Café serving “breakfast at Tiffany’s” . This year, it unveiled Petrossian at Tiffany, a partnership between the two companies, offering a five-star, caviar-inspired dining experience in California, America

Brand	Opening time	Store
Tiffany	2017	Blue Box Café serving “breakfast at Tiffany’s”
Tiffany	2022	Petrossian at Tiffany, a partnership between the two companies based in California, U.S.A.
Gucci	2021	Stationary store
Givenchy	2021	Mobile juice bar
Louis Vuitton	2022	Louis Vuitton teamed up with a century-old local dessert store Méert in Lille to launch a tea room in Lille, France
.....		

May 2022, Louis Vuitton teamed up with a century-old local dessert store Méert in Lille to inaugurate its first tea room within an LV store since the inception of the Maison. The tea room serves hot drinks and waffles.



June 2022, Louis Vuitton opened a brand-new seasonal restaurant in Saint-Tropez headed by emerging French Michelin-star chef Mory Sacko. Sacko's cuisine is inspired by African and Japanese flavors, juxtaposing them with the essence of French cooking.



Lifestyle and other leisure business models are being introduced in abundance into China by luxury brands. Tiffany's first Blue Box Café (third worldwide) in mainland China is set on the second floor of its flagship store at Hongkong Plaza Shanghai. Since it opened for business in 2019, it has been crowd-pleasing, ranking the second on "Western cuisine on Huaihai Road" list on Dianping.com, with close to 4,000 comments



Burberry's first Thomas' Café in Asia (second worldwide) is located in its social retail store at the MixC Shenzhen. The store comes first in Dianping's list of popular luxury stores in Shenzhen, and Thomas' Café is almost mentioned in each of the 800+ comments below the list.



SHANG XIA launched the first SHANG XIA Tea House worldwide at the Sino-Ocean Taikoo Li Chengdu, a project that marries futuristic interior design and tea-based drinks with the traditional elements and characteristics of Chengdu.



After renovation, Cartier's boutique at Sino-Ocean Taikoo Li Chengdu sets up a separate tea room on the second floor, incorporating classic Western aesthetics featuring the lounge of a French royal palace and traditional elements of a Sichuan tea house.



Giada paired with China World Hotel, Beijing to develop Giada Garden, an Italian restaurant for fine dining.



Recently, a new Ralph Lauren House was inaugurated at Sino-Ocean Taikoo Li Chengdu, which encompassed a major feature of Ralph's Bar + coffee that served western cuisine, alcohol, coffee and dessert.

Lifestyle-driven and leisure-based establishments featuring cafe, bar and restaurant bring another reason for consumers to visit stores of luxury brands. According to the consumer survey by Luxe.CO Intelligence, drinking coffee in a cup printed with the logo of a luxury brand is an alternative to actually purchasing luxury goods as there are fewer chances to wear luxury items and consumers are too anxious to squander under the circumstances.

This also touches upon consumers' intense need for leisure and recreation at the moment. Many survey participants deem paying a visit to a café and restaurant of luxury brands as traveling. When such F&B establishments are set in a tourism scenario or near tourist destinations, they are more likely to become popular spots for photo-taking.

“One-on-One Interviews

Panda roux, post-95s, Female,
Media Industry, Nanjing

I expect luxury brands to establish restaurants or cafés and I would pay a visit provided that it enjoys positive reputation online. The taste of food or drink should not be dismissed just because it's a store launched a luxury brand.

Xinxin, post-00s, Female,
Student, Beijing

If I am on a trip and a brand holds a large event there, it would attract me to go. As I am already there for traveling, I would be more curious about local updates, would check it out and join the event. When I am in Beijing, I don't usually follow brand updates.

HYPSPM Consultant, post-90s, Male,
Education Industry, Shanghai

If I encounter an event unveiled by a brand when I am traveling, I would be more interested in an event that integrates a traveling scenario.

Danlei, post-90s, Female,
Technology Industry, Beijing

I might attend a brand's public event if it's an exhibition with valuable exhibits or a highly reputable one. I enjoyed an afternoon tea provided by Tiffany at the invitation of my friend before.

Beagle, post-90s, Female,
Investment Industry, Beijing

I attended a high jewelry exhibition by Tiffany before where a gemologist talked about gems. I think it was educational since I learned a lot about jewelry and tried on some new pieces. If Dior organizes a fragrance exhibition, I'd like to go and spend money on perfume.

Lvyezhongmao, post-80s, Male,
Financial Industry, Beijing

I would consider attending appreciation events on cars, watches or antiques. I would not be interested even if it's just a presentation to showcase the brand's clothes or bags.

Artistic and cultural VI. Artistic and cultural resonance 艺术和文化

From craftsmanship to commercial art,
awakening a sense of belonging

Visiting a place solely for an art exhibition or event has become a behavioral pattern for many affluent consumers. For luxury brands, when picking the site of a commercial complex, designing a brand store, planning events and curating exhibitions, culture and art have become two of the most crucial and unavoidable topics.

Based on Maslow's hierarchy of needs, "aesthetic needs" is on the 6th layer higher up the hierarchy as a form of personal growth needs. When an individual has achieved economic stability and received a quality education, one would have stronger "aesthetic needs."

The desire for luxury goods embodies our pursuit of beauty. The aesthetic value of a luxury brand

manifests itself in the material aspects such as product, quality and aesthetic language of design and in the psychological aspects in evoking a tempting heart and a sense of recognition and belonging through empathy and association created by forming a bond between the brand and some culture or style.

Tracing cultural history and traditional craft

It's not uncommon for luxury brands to roll out items adopting traditional Chinese elements. This Spring Festival alone has witnessed the launch of “Year of the Tiger” limited editions by luxury houses such as Hermès, Loro Piana, Louis Vuitton, Dior, Burberry, Gucci and Balenciaga, just to name a few.

Based on our consumer survey, Chinese consumers have grown tired of the superficial layering of traditional Chinese elements by luxury brands. What they want to see is items that represent a profound understanding of Chinese culture beyond using patterns and colors of Chinese characteristics.

As the Chinese become more confident in their own

culture, affluent consumers identify more with and are filled with curiosity for Chinese culture and art. They seek to trace the origin of local history, culture and craftsmanship in hope that the centuries-old local craftsmanship and cultural heritage could turn more heads locally or even receive global attention.

Hermès aligned with Chinese craftsmen of intangible cultural heritage to create silk scarves and recently Burberry launched “The Burberry Craft Designer Training Public Welfare Project” in the collaboration with female artisans of Miao ethnicity. According to the survey, consumers exhibit great support for similar cultural collaborations as they regard them useful to “elevate” brand image.

“ One-on-One Interviews

Lemongrass, post-85s, Female,
Freelancer, Suzhou

My son is learning ancient Chinese culture. When I attended a related event with him during the summer vacation of 2020, I developed a deeper understanding of and appreciation for the extensive and profound Suzhou Garden and Chinese culture: why they made Taihu stone and why the dwelling was cool in summer and warm in winter by design. After that, I visited all gardens in Suzhou, each with its distinctive features. I truly like the old downtown area of Suzhou from the bottom of my heart so that once I walked for a whole day starting from the Xiangmen Ancient City Wall along the moat. (Such experience) could help people learn more about Chinese culture.

As far as I can tell, high-net-worth individuals would learn about ancient Chinese culture and Buddhism, and they know how to appreciate traditional Chinese culture. I have a (billionaire) friend who is not from Suzhou but would ask her driver to take her to Suzhou on weekends for the Kunqu Opera and Suzhou Pingtan, storytelling and ballad singing in the Suzhou dialect when she gets antsy about tutoring her child in homework.

JOE, post-85s, Male,
Advertisement Industry, Suzhou

I would take my child to learn about Chinese culture, history and art, things that our generation missed as we adopted the Western system for art education.

Yilan, post-90s, Female,
Hotel Industry, Sanya

I like Suzhou and Hangzhou since I was little. I naturally prefer them since I think they are immersed in rich culture.

I like the Suzhou Garden, the museum designed by leoh Ming Pei and the True Color Museum very much. When I was still in school, I paid a visit to such places and listened to Kunqu Opera and appreciated much of the traditional culture that any tourist like me could experience. I think it's honorable for Suzhou to have inherited classical Chinese aesthetics.

I am personally optimistic about the development of the neo-Chinese style. As we are more confident in our culture, we can also translate Chinese aesthetics into products of luxury brands or present them to more foreigners such as Westerners. I believe that it is because we harbor more cultural confidence that more and more Chinese brands have appeared on global stage.

Qingqing, post-90s, Female,
State-owned Enterprise

I've been learning about Qipao. When I scroll through RedBook, I check posts about Qipao mainly because I'm interested in it. I would also post the Qipao items I've purchased on it.

Beagle, post-90s, Female,
Investment Industry, Beijing

Hermès aligned with Chinese craftsmen of intangible cultural heritage to create silk scarves and shot a documentary clip about them. When I watched a film then, the clip showed up in the middle maybe because Hermès sponsored the restoration of the film. The image of the brand elevated in my heart since it was no longer just about being expensive.

Dabai, post-85s, Male,
Internet Industry, Beijing

Frankly, I think the absorption of Chinese culture and element in the design of luxury brands is discouraging based on cases in recent years. Foreign brands and their designers truly can't grasp what Chinese culture really is. For instance, they would present the Chinese zodiac design during every Spring Festival by simply changing the shape of the animal and mechanically put it on the product. However, I don't view such practice as the integration of Chinese culture but a marketing maneuver in the name of embedding Chinese culture.

Worker in Lujiazui-Beijing, post-95s,
Female, Financial Industry, Shanghai

I think the idea of incorporating Chinese elements into luxury brands is meaningful as a form of culture export. However, the products they create are so-so. I flipped through a lot of New Year catalogues of many luxury brands. The significance of the elements shouldn't be misunderstood, and the products shouldn't be just in red, green or purple.

HYPISM Consultant, post-90s, Male, Educa-
tion Industry, Shanghai

It's a great idea to combine luxury brands with Chinese elements. I always like things in the ancient Chinese style. Nice-looking products would stir up the desire to purchase. Many years ago, a brand presented a pair of shoes I adored. They were in the pattern of blue and white porcelain.

Miaomiao, post-90s, Male,
Transportation Industry, Beijing

When the Year of the Tiger approached, many limited editions for China popped up. I think that's how foreigners view Chinese elements. These products are somewhat unappealing from my point of view owing to the way the elements are used.

Fanbufan, post-00s, Male,
An Intern of Media Industry, Beijing

Using Chinese elements is the luxury brands' approach for entering the Chinese market. Yet, the products all look hideous.

Xinxin, post-00s, Female,
Student, Beijing

During the Spring Festival, I happened to discover cases of luxury brands adopting Chinese elements on social media. In recent year, people seem to prefer Chinese elements. Yet, there is news on luxury brands insulting China or Chinese culture over the past couple of years. If the finished products with Chinese elements look good, it would give people the impression that the brand respects China; since they are compatible with Chinese culture despite the fact that they are from countries whose culture is quite different.

The integration of Chinese elements must be carried out with care and dedication or else I think it's skimping to occupy the Chinese market and to lure the Chinese to purchase the products instead of incorporating the culture attentively if they just lay one element after another on top it. Only dedicated work uniting Chinese elements and luxury brands can attract me.

Dora, post-90s, Female,
Civil Servant, Chengdu

Luxury brands provide custom-made products featuring the Chinese zodiac signs, but I think they are not quite there yet. Sometimes they are too "Chinese;" it feels tacky, if one is not careful. Sometimes they are too "Western" or abstract, it seems that they haven't done a great job incorporating Chinese elements, which is quite difficult for luxury brands. I haven't seen any brand that has done a good job in this regard.

Enthusiasm for art-driven commercial complexes

The union between a real estate project and art work, art event and art industry has been well-received by high-end consumers. Many participants of the survey have displayed their preference for commercial complexes featuring art, such as K11 and SKP-S.

At the end of 2019, SKP-S Beijing presented a collection of visual art installations inspired by a sci-fi story themed around “Immigration to Mars” on an opening day. Korean glasses brand Gentle Monster designed an avant-garde installation “The Future Farm” which went viral on social media, and international brands such as Dior, Prada and so on unveiled their brand-new retail stores here.

When SKP-S Xi’an was inaugurated at the end of last year, it conceived a retail concept themed “A Journey of Rebirth back to Earth” that inspired tenants like fashion brands and luxury brands to launch theme-based concept stores specifically.

Recently, “METAVISION” debuted at K11 MUSEA in Hongkong, keeping up with the hype around NFT, a non-fungible token, that has taken the world by storm.

Deji Plaza Nanjing has furthered its exploration of an art-oriented commercial complex featuring “business, art and technology” after a new round of adjustment and upgrade by setting up “Deji Cultural Complex” which comprises the Deji Art Museum, Deji Gallery and Art Bookstore to create a bond among space, people and urban culture.

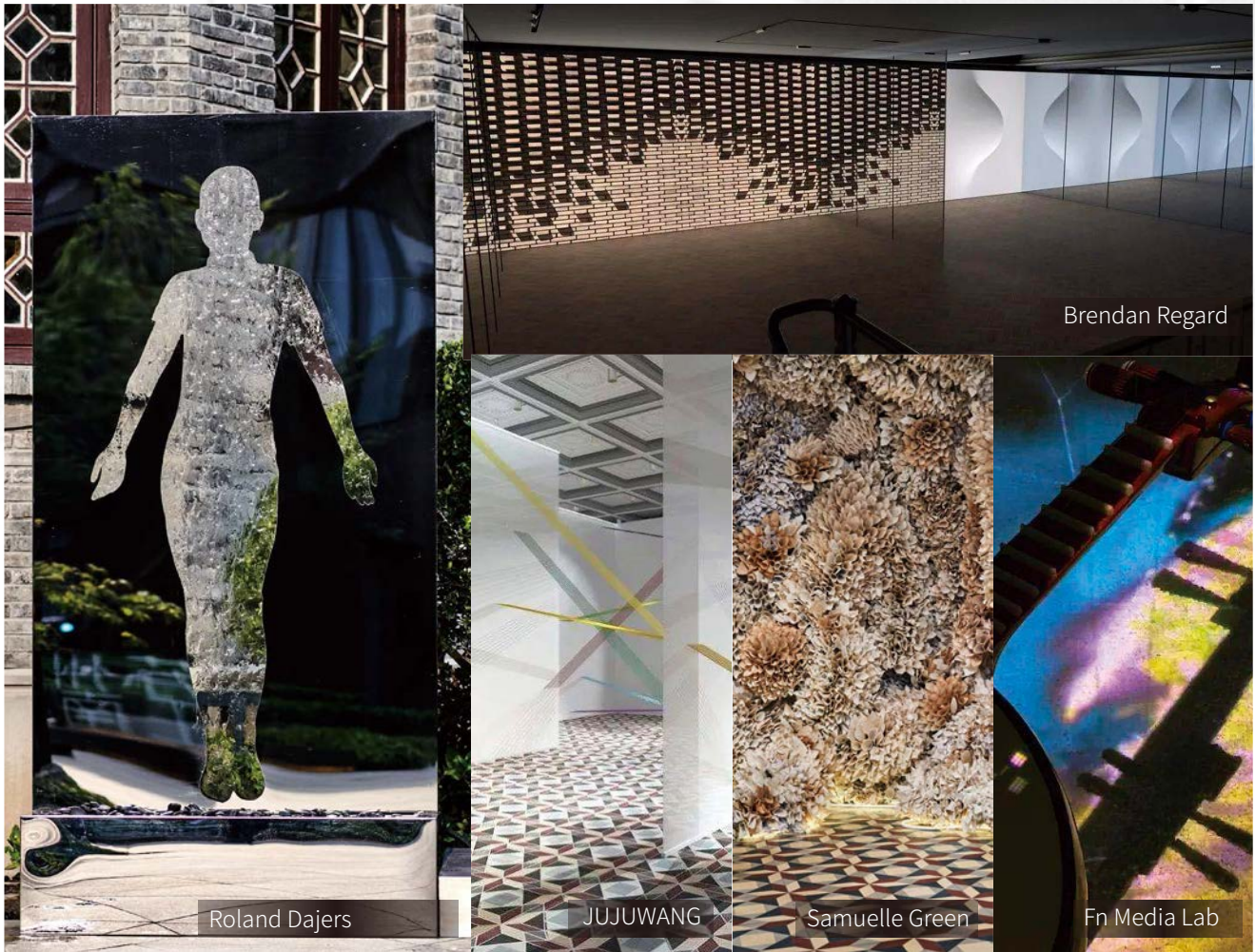
Inside Suzhou YANLORD CANGJIE Village, a project set

for launching, a century-old historical mansion of the Republic of China has been completely renovated and opened to the public in advance. Before CANGJIE opens for business, “Former Residences Garden,” a mixed-use public space embodying the essence of Suzhou culture for the promotion of modern art will act as a spokesperson for YANLORD CANGJIE.

In the future, YANLORD CANGJIE will also set up more space for art exhibitions to promote the art of South China and global art.

For the younger generation of affluent consumers, culture and art are icing on the cake that can bring the commercial complex to the next level. Instead of being a mere commercial complex or a photogenic spot for “a cursory glance,” it is transformed into a new destination where to “pay a special visit” apart from traditional tourist destinations in the city. Art-themed commercial complexes have also become the living embodiment of the aesthetics and mindset of local community and a platform to elevate consumers’ experience of culture, art and beauty.

Other highly sought-after art complexes are Parkview Green Fangcaodi, Beijing, Tianmulu, Hangzhou, etc...There’s no escaping that the fusion between art space and commercial one will become a major trend in the future. How to differentiate itself from the others to realize a harmonious marriage between art and business to generate more traffic and business growth is a new challenge that commercial complexes are facing.



The first exhibition held at Former Residences Garden dubbed “—a contemporary media installation exhibition” involved 5 outstanding international artists (group) such as artist Roland Darjes, installation artist Samuelle Green, JUJU WANG, new media group Fn

Media Lab and visual artist Brendan Regard to re-imagine premium “artistic conception of Suzhou” by building artistic images taking root in the Suzhou culture and history while uniting ancient and modern, Chinese and foreign art.

“One-on-One Interviews

Beagle, post-90s, Female,
Investment Industry, Beijing

The most recent time I went to a mall was to SKP-S last month for a pair of glasses. I hadn't been out for quite a while due to the pandemic, so I planned to visit a book shop at SKP-S after the purchase. I normally think that sales working in stores of luxury brands have a bad attitude and are a little contemptuous, but SKP-S's bookstore is the reason why I haven't stopped visiting the mall. Its interior decoration and installations are two other reasons to visit it as they are extraordinary.

Xixi, post-85s, Female,
Civil Servant, Changzhou

Among domestic shopping malls I've been to, my favorite is Deiji as it's spacious and larger in area.

If it's not for shopping, Fangcaodi in Beijing is another place to be since it is also spacious. Sometimes, there are art exhibitions there and I'm interested in them. It also has some appealing small design so that even if we don't go there for shopping, we'd still wander around or check it out.

JOE, post-85s, Male,
Advertisement Industry, Suzhou

I usually shop online instead of going to shopping malls in Suzhou. Personally, I need an integrated shopping mall to meet my basic needs. My friends don't go shopping offline often either and they probably just ring the Sales people and ask to deliver what they need. I wouldn't go to a mall to visit a certain store or to make a purchase unless there is also an exhibition, event or bazaar.

Panda roux, post-95s, Female,
Media Industry, Nanjing

On the top of Deji plaza is a museum. I have a friend who visits Deji only to go to the museum, not for buying a product from a certain brand. I think having a museum is another highlight that attracts people to go to a mall because it makes the mall more interesting than just a place for shopping.

Dora, post-90s, Female,
Civil Servant, Chengdu

I wouldn't pay a special visit to a new store or mall; but if there is an exhibition, I'd go because of it. I think an exhibition is more fun. In April, Burberry presented an art-related exhibition and its promotion was quite intriguing. It's tempting to see luxury brands have an art-related update or collaborations with artists.

Yilan, post-90s, Female,
Hotel Industry, Sanya

shopping malls in Sanya are not quite artistic; as they're all about consumption without much space for an immersive experience. I think that there is much room for improvement in this aspect for Sanya in the future.

Personally, I like K11. I remember that many years ago, maybe in 2014 or 2015, K11 Shanghai held an exhibition displaying Monet's artworks. I think it was great. If I could go to an exhibition with friends apart from having a meal or shopping with them, it would offer me an alternative experience.

Xiaoli, post-90s,
Education Industry, Changchun

I like the MixC Shenzhen very much. I often go there on foot after work since my work place is nearby. There is a small space for art exhibitions and photogenic spots inside while themed exhibitions are held outdoors from time to time. I would pay attention to the design, glazed façade, new media installations or projections inside a large piece of glass. Even if I don't have the buying power to purchase premium brands, I am still happy to pay a visit there for the experience. I gravitate towards such experiences where I could go there without buying anything.

VII. Relaxing “vacation” mindset

Taking comfort in small things within a smaller scope
of activity for deep self-healing

Travel restrictions have intensified people’s pent-up needs for a “vacation.” As a result, the “mini-vacation” is taking up discreetly and the destination is shifting from tourist attractions to upscale local hotel or is replaced by spending on household items.

To many, the psychological meaning of traveling is to: escape from familiar people and things, broaden one’s horizon on the journey, shift one’s perspective and realize self-discovery and self-healing.

Under the grip of the pandemic, restrictions have been put on tourism so that there’s greater limitations on how far people can go. However, people’s demand for

self-discovery and self-healing increase as they can’t travel as far as they used to. Thus, traveling has a new definition which involves how people try making any subtle changes they could to their surroundings, local environment or even home to create a sense of novelty and comfort so that their minds could embark on a new journey again.

Upscale hotel

As the economy recovers from the pandemic, new models of vacation such as mini-vacations and hotel-staycations begin to gain popularity. Resort hotel has become the earliest type of hotel that is put back into operation.

According to our consumer survey, if people succeed in getting away, they would prefer a slow-pace place with the astonishing natural scene and a place of historic significance than fast-paced first-tier cities.

Tonino Lamborghini ROSSO Hotel Suzhou, a brand-new concept hotel by Lamborghini is launched on Yuping Hill. Nestled in the mountains, the hotel is surrounded by natural forests and is adjacent to Taihu Lake. The hotel boasts of recreational amenities, ranging from gym, children's playground, and indoor golf course to chess and card room.

With its first hotel in China located in Wuzhen, Alila's second one Alila Taihu Suzhou is set on the reclusive Xishan Island which can be connected to the mainland by the Great Taihu Lake Bridge and accessed by car. Nestled in the picturesque mountain, surrounded by Lake Taihu, the hotel enjoys a panoramic view of spectacular scenery that Lake Taihu and Xishan Island have to offer.

Suzhou has attracted many international luxury

hotel groups to launch hotels here one by one owing to frequently held commercial events and abundant tourism resource, including Capella Hotel Group, InterContinental Hotels Group, Marriott International, Accor, Hyatt Hotels Corporation and so on: In November 2020, Capella Hotel Singapore signed a contract to establish its tenth hotel worldwide, first in Jiangsu province and third nationwide in Gusu district, Suzhou. Kimpton hotel owned by InterContinental Hotels Group plans to establish its initial hotel Kimpton Bamboo Grove Suzhou in Gusu district, Suzhou and it's going to be inaugurated on the third quarter of 2022...Currently, Suzhou is home to most international hotels among non-first-tier cities, exceeding even many provincial capitals.

Our survey participants believe that hotels rather than local luxury stores are essential destinations to visit when they're on a trip. In reality, collaborations between luxury brands and hotels are quite common and a win-win situation in the sense that hotels could create a novel experience for tourists with the help of luxury brands, while the latter could capitalize on the tourism economy with the aid of hotels. The main formats of collaboration involve afternoon tea, limited-time store, boutique store, themed suite, F&B and lifestyle space and themed exhibitions, such as:



Van Cleef & Arpels presented its High Jewelry Collection Sous le Étoiles aka “under the stars” in Stars Hotel in Zhongwei, Ningxia. Themed events such as a banquet and a concert under the stars and star-gazing in the desert were held in the hotel.



Burberry partnered with Andaz Xiamen to provide a limited-time offering called Burberry x Andaz Xiamen. Consumers can get a custom-made Burberry popsicle for free if they have enjoyed afternoon tea in the hotel.



Christian Dior has teamed up with Sanya EDITION Hotel a couple of times to set up a pop-up #DIORVIBE# boutique in Sanya with a large swimming pool adorned with the Dior logo at the bottom, a spectacular view from a high angle.

Our survey participants explain that although they won't necessarily pay a visit to a certain hotel just for

the collaboration with a brand, brand-themed scenes indeed are eye-catching and refreshing.

“One-on-One Interviews

Panda roux, post-95s, Female,
Media Industry, Nanjing

Last time I went to Sanya, I requested our tour guide for a room facing the sea. The hotel location is a crucial aspect when I plan for a trip, which means that I'm willing to spend a little more of my budget on the hotel. It would even be better if there is representative scenery around, which would make me truly feel that I am in another place.

Xixi, post-85s, Female,
Civil Servant, Changzhou

When I am on a personal trip, I put more emphasis on quality of the hotel by usually choosing a four-star or five-star hotel. If it's a business trip, however, the standard is set. A hotel by the sea on Saipan Island impressed me most as they had stand-alone houses with a balcony overlooking the sea and fabulous surroundings.

Fuzi, post-85s, Female,
Financial Industry, Beijing

I'd give priority to outstanding, popular or internet-famous hotels when I am traveling. We know well what stores cities we often visit have, so we'd rather try on a new hotel. These cities include Shenzhen, Shanghai, Beijing, Hangzhou and Chengdu.

Miaomiao, post-90s, Male,
Transportation Industry, Beijing

I have not travelled or been on a business trip for three years. If the ban on traveling is lifted, I intend to go to Xinjiang where each season brings different scenes in life. Apart from Xinjiang, Hainan is my next choice, for vacation and relaxation, I'd stay in a hotel for a week.

Dora, post-90s, Female,
Civil Servant, Chengdu

I want to go to Changsha and Xiamen for the natural scenery and the gourmet food and meeting with friends. I haven't see the sea for a long time because of living in a city.

Shuiche, post-90s, Male,
Internet Gaming Industry, Beijing

Currently, I'd like to go to Sanya and Lijiang for inbound tourism. I often go to first-tier-cities or cities with well-developed internet on a business trip or so. For me, going to Sanya and Lijiang feels truly relaxing.

HYPsm Consultant, post-90s, Male,
Education Industry, Shanghai

I want to go to safe cities with relatively high living standards, including Chengdu (for its delicious cuisine), Xiamen (for traveling) and Qingdao (a coastal city with agreeable weather).

I like spending 8 to 10 days traveling without any specific plans but a general one instead that can be finished within the 8 to 10 days.

Worker in Lujiazui-Beijing, post-95s,
Female, Financial Industry, Shanghai

I want to go to Yunan and Hainan for their natural beauty. Shopping at a duty-free store is a must when I am in Hainan.

Sweet and Sour Mandarin Fish, 95s, Female,
Media Industry, Kunshan

Many places in China are on my list after the pandemic ends, such as Chongqing, Xi'an, Yanbian and Changbai Mountains.

Yilan, post-90s, Female,
Hotel Industry, Sanya

Recently, my friend recommended Dali, so I'd like to go. It was 7 or 8 years ago when I visited Yunnan the last time. I heard that there are many stylish B&Bs there and I'd like to give them a try.

Chengdu has long been a popular destination. I went there in the latter half of last year a couple of times, and it felt like entering into another new version of Shanghai. There are many cafes and bars, but people are hedonists with a more relaxing attitude towards life. So, the whole city is slow-paced, which makes you feel comfortable about staying for an extra couple of days once you're there.

I think Suzhou is also slow-paced, but the cultural experience receives more attention there. Chengdu is more relaxing and people there enjoy the food, drinks and having fun more. Although life in both cities is slow, each lays emphasis on a different aspect.

Danlei, post-90s, Female,
Technology Industry, Beijing

I want to go to places with natural scenery, such as Yunnan, Enshi in Hubei, Yangshuo, Inner Mongolia, once the ban on traveling is lifted; because I want to get close to nature. I would prefer warm places like Hainan in winter and shop at the duty-free stores there.

I like Suzhou very much in fact. I used to stay there for two or three days with my friend or to meet local friends every year, which was relaxing, for the food and weather there were great. It was comfortable strolling in a historical garden, but we usually went to the old downtown area rather than the new one.

Beagle, post-90s, Female, Investment Industry, Beijing

I'd like to go to places with natural landscapes such as Yunnan, Hainan and Xiamen after the pandemic since we have been in buildings every day without traveling for a long time. So, I want

Xinxin, post-00s, Female, Student, Beijing

I'd like to go to many places such as Yunan, Tibet, Xinjiang, Sichuan, Manzhouli and Hainan after the lockdown is lifted.

Stewed Pear with Citrus, post-90s, Male, Freelancer, Beijing

After the pandemic, I want to go to Xinjiang and Tibet for traveling. Although I've been to a lot of places in fact, including the two, I want to visit them again. Cultural tourism is more or less the same in China, but only the natural landscape

Lvyezhongmao, post-80s, Male, Financial Industry, Beijing

(I would like to go to) scenic areas with natural scenery first and foremost, such as Qinghai in northwest China, west Sichuan and places like Guangxi with a large landscape.

Fanbufan, post-00s, Male, An Intern of Media Industry, Beijing

I'd like to travel to Guangxi, Yunan, Xinjiang, Tibet, Sichuan, Gansu and Hainan to shop at its duty-free stores after the pandemic.

KARINA, post-90s, Female, Financial Industry, Beijing

I'd like to go to Yunan, Xinjiang, Tibet and Guizhou after the pandemic.

Home collection

As consumers spend more time at home since the outbreak of the pandemic, they attach more attention to everything around the home. Some state that: “I think household items have become a new type of luxury goods (category).” According to our consumer survey, almost all participants underline the desire to improve the quality of household life since they shift their focus from clothing and accessories to home collections.

It's been a long time since luxury brands started to offer home collections and they have ramped up their efforts in this aspect in the post-pandemic era. The initial flagship store of Fendi Casa in Milan, a furniture line by Fendi, is open for business recently and for the first time ever, the whole collection of Fendi Casa is demonstrated within a designated space; Loro Piana has unveiled new headquarters in Milan as the second boutique fully dedicated to interior products; Meanwhile, Buccellati has presented ceramic tableware collection in collaboration with Ginori 1735, a top-class Italian ceramic brand.

Bob Chavez, president and CEO of the French luxury group Hermès Americas, revealed at an event of French-American Chambers that, since 2020, furniture and tableware have been the fastest growing categories. “(Furniture and tableware) have always been two of the categories with the best performance. Last year, it achieved ‘explosive growth’ since consumers spend more time at home. They might think to themselves on the spur of the moment that ‘I want a truly expensive cashmere blanket’ or ‘We’re having three meals a day at home now’ so many of them want to upgrade their tableware, stimulating real growth in sales of ceramic items. These trends are still gaining pace.”

According to the consumer survey by Luxe.CO Intelligence, of all the items in the home collection, home scents are mentioned most, with tableware and toys next.

Luxury brands such as Loro Piana and Loewe have

unveiled their home scents line in the post-pandemic era. Home scents do not just feature smell but also exquisite packaging and shape. For instance, Loewe's scented candle set is well-received because its glazed terracotta holder could be used as decoration. Our survey participants expressed two demands for products of scents line: one is that it has to be natural; two, it has to be gorgeous.

Smell is a magical sense among the five senses of humans. The usage of scent or fragrance is an art that originates from life and ingrained in one's memory. The “ambient scent” imprinted in your mind when you enter the space could be an invisible “tool to attract consumers” in frequently visited public places such as a shopping center. YANLORD CANGJIE customized an ambient scent “The Scent of Suzhou.” Suzhou's folk culture of scents has enjoyed a long history and is omnipresent in all aspects of local social life.

Frank Voelkl, a world-renowned perfumer, was invited into the YANLORD CANGJIE project to collaborate with Chinese fragrance label AROMAG to craft scents that carry on the legacy of the “Suzhou scent culture.” Frank Voelkl is one of the crucial perfumers of Le Labo, a fine fragrance maison based in New York. Many venerable household names among fragrance connoisseurs such as Gucci Bamboo, Ermenegildo Zegna Florentine Iris, Le labo Santal 33 and Musc 25 are all created by him. Inspired by Suzhou Garden, Frank Voelkl crafted “The Shades of Incense” by using more refined wood and resin (sandalwood, olibanum, storax, etc) often used in incense in ancient China, blended with familiar scents to the Chinese (ink, pine tree, incense, kapor, etc) instead of sweet and thick tones of traditional oriental fragrance (amber, vanilla, etc) to deconstruct and reshape overpowering and strong oriental perfume. The appropriate proportion of each ingredient is the key to crafting a fragrance that stands for the unique characteristics of Suzhou and that also echoes with the aesthetics of oriental culture featuring “bright and clear, elegant, subtle and profound and lasting.”

“One-on-One Interviews

Yilan, post-90s, Female,
Hotel Industry, Sanya

I liked The Beast very much when it was just founded. I think I like most home collection brands including Cabana in Sanlitun Beijing and those that sell home fragrance. Sometimes, I think even if you don't plan on buying anything, once you're in a lifestyle boutique, you will be moved by the display of products and experience and encounter something unexpected.

Xiaoli, post-90s,
Education Industry, Changchun

Originally, I focused more on clothing, accessories and 3C product, but after the pandemic, I would gravitate towards home collection such as elegant glass cups and plates; things related to home life more because I think I will spend even longer periods of time at home in the future. These items used to be just within my mother's radar rather than mine. What impressed me most was when my mother once showed me a steak plate to put steak on, which I hadn't even known what it was.

Yunyunzhongsheng, post-80s, Female,
Financial Industry, Beijing

Come to think of it, I surely have increased consumption on home collection and not by just a little. Before the pandemic, I travelled a lot. When it broke out for the first time in 2019, my company encouraged us to work from home. After moving into a new apartment, I set up a studio for work. Home and work environment are two of the things over which I have control and I want them to be more comfortable. As a result, expenditures on related items surged. In the past, I hardly bought home fragrance or scented candles, maybe once or twice a year. However, recently, I seem to have bought them more frequently and can't wait to purchase them at least once or twice monthly.

Dabai, post-85s, Male,
Internet Industry, Beijing

I think that home collection has become a new type of luxury goods (category). At such stores, products with various functions or characteristics can form many different combinations. Unlike shopping for clothes which is put on a hanger. The different assortments of home collection, I believe, would provide a distinctive experience.

Fuzi, post-85s, Female,
Financial Industry, Beijing

After the outbreak of the pandemic, I buy home fragrance more often because I enjoy it. No space in my home doesn't have a fragrance. In fact, it is not expensive. When economy was sluggish before, lipstick was the best-selling product. However, now the economy is slowing down again and people can't travel but spend on fragrance which is a suitable alternative to lipstick.

I seek quality still. I would follow a brand that offers fragrance made from natural ingredients with lasting and natural scent. I enjoy having different fragrances at different corners at home, which would make staying home wonderful; especially when it's rather clean after tidying up.

Walnut, post-90s, Female,
Guangzhou, State-owned Enterprise

I feel that I buy more fragrance and more games and Legos that I can play with when staying home since I spend the traveling budget on shopping.

Outdoor activities for VIII. Outdoor activities for stress release and social contact

户外运动 社交联系

Explore the unknown in nature,
outdoor activities for stress release

More and more young people and people from the middle class start to long for an alternative life characterized by outdoor social contact and a recreational lifestyle in nature, far away from the hustle and bustle of city life.

Human beings are conceived by nature. In the post-pandemic era, people more often seek a balance between “slow-living and efficiency” in nature. As American writer Henry David Thoreau writes in his masterpiece Walden: “There can be no very black melancholy to him who lives in the midst in Nature and has his senses still.”

To paraphrase Leo Tolstoy, the real meaning of life resides in gaining satisfaction from ordinary things like freely enjoying sunshine, forest, mountain, meadow and river. The pandemic has made people who are busy all the time in the city realize again how precious such “satisfaction from ordinary things” is.

Consumers now expect peace, stability and immersing themselves in nature for stress release to ease the mind and eventually the consumer sentiment will be transformed into a driving force for luxury brands to reshape their products and to strike a chord with the target audience. This has initiated a consumer market based on outdoor scenarios and promoted the rapid growth in products of relative categories. Based on the consumer survey by Luxe.CO Intelligence, popular outdoor sports involve camping, skiing, surfing and cycling...

Camping

“Camping” has become a buzzword this spring. The heated online discussions on “house moving glamping or “glamorous camping” represent vividly new demand for camping and how camping is becoming a more upscale activity.

According to our consumer survey, many have bought a whole set of camping gear at over 10,000 yuan, including camping tarp, table and chairs, portable stove, kitchenware and fishing gear, with the tent at over 2,000 yuan alone. “After camping out once, they find that there are still items missing like accessories. It takes several purchases to complete the whole set.”

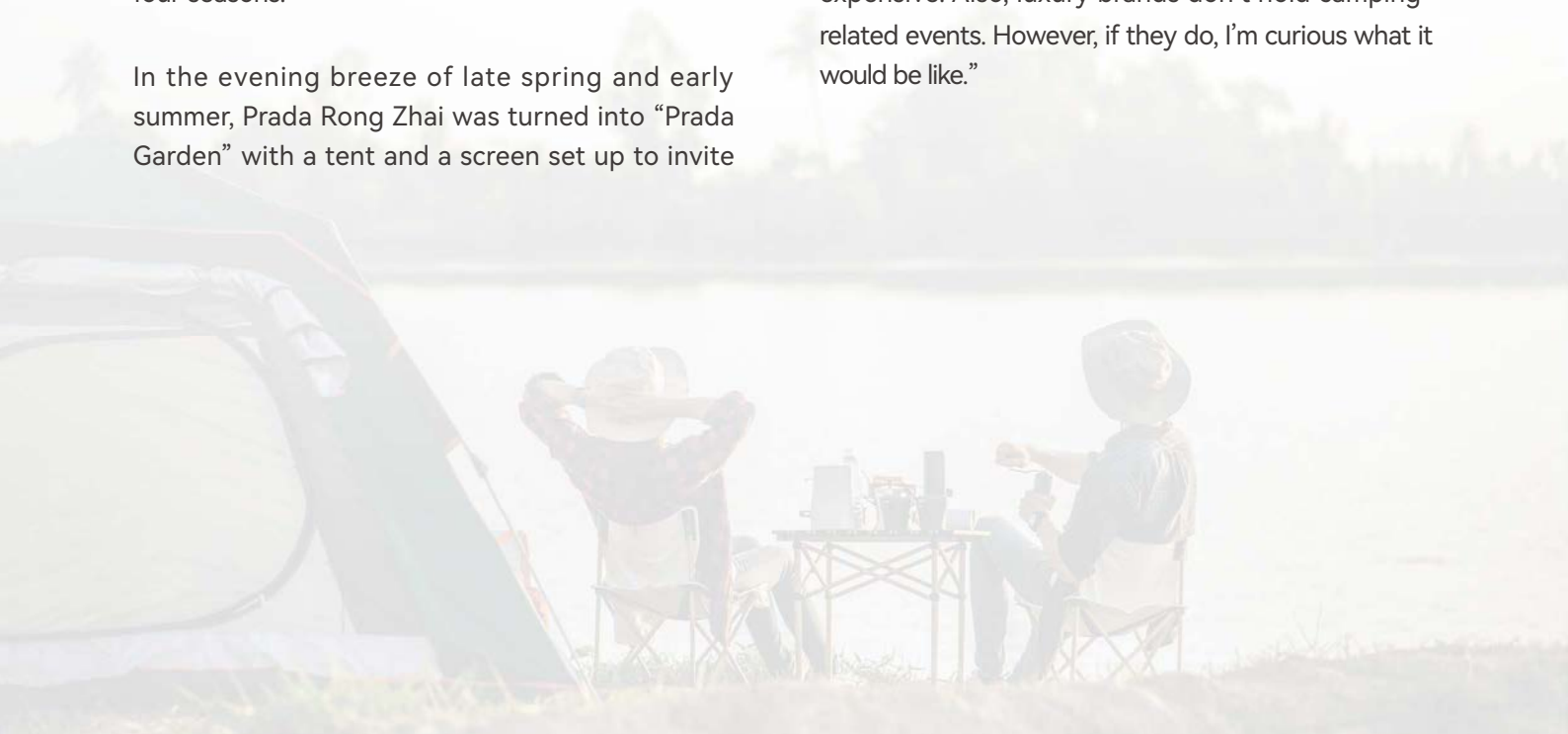
A number of luxury brands have branched out to camping category in the post-pandemic era. Last year, Prada presented its collection of camping gear and clothing at SKP-S Beijing. Prada launched Prada Outdoor, an “outdoor-themed” campaign with four sub-themes featuring Garden, Coast, Mountain and Snow, presented in the order of the four seasons.

In the evening breeze of late spring and early summer, Prada Rong Zhai was turned into “Prada Garden” with a tent and a screen set up to invite

guests to join in multiple classes on gardening, flower arrangement, camping, coffee making, cocktail mixing and so on. Opened at 137 Wukang Road, Prada’s pop-up shop Prada Outdoor provided different varieties of accessories and gear for outdoor scenarios, including hammock, blanket, cushion, wicker picnic basket, stainless steel lunch box, yoga mat, frisbee, rugby, skipping rope, basketball, just to name a few.

Last year, Gucci teamed up with American outdoor brand The North Face twice to develop its S/S collection and A/W collection. Apart from ready-to-wear, backpack and shoes for outdoor wear, they also offered gear such as tents. In 2020, Louis Vuitton also rolled out its 2-person water-proof tent...

Participants of our consumer survey expressed their attitude towards luxury brands offering camping products that, “If they do provide camping-related products, they would catch my eye; but I won’t buy it since it’s unnecessary to purchase something too expensive. Also, luxury brands don’t hold camping-related events. However, if they do, I’m curious what it would be like.”



“ One-on-One Interviews

Worker in Lujiazui-Beijing, post-95s,
Female, Financial Industry, Shanghai

Recently, I went camping. It's necessary to buy camping gear, so I spent a couple of thousand yuan on a set. After camping out once, I find that there are still items missing like accessories. It takes several purchases to buy everything you

Xinxin, post-00s, Female,
Student, Beijing

I camp a lot recently, simple and complex modes alike and I've bought a tent at over 2,000 yuan. If luxury brands do provide camping-related products, they would catch my eye; but I won't buy it since it's unnecessary to purchase something that's too expensive. Also, luxury brands don't hold camping-related events. However, if they do, I'm curious what it would be like.

Fanbufan, post-00s, Male,
An Intern of Media Industry, Beijing

I often go camping recently, and I want to go swimming, stand up paddle boarding and kayaking. At first, I saw the individual sports on RedBook. Then I went diving and swimming in Shidu River. So now I want to go kayaking.

Stewed Pear with Citrus, post-90s, Male,
Freelancer, Beijing

I'm interested in outdoor camping, barbecue, fishing, cycling, working out and other similar activities. I go camping every weekend because I am not busy recently. Due to the pandemic, I don't have much work to do and stay home a lot.

I spent over 10,000 yuan on camping gear, including camping tarp, table and chairs, portable stove, kitchen ware and fishing gear for lure fishing at more than 1,000 yuan.

Dora, post-90s, Female,
Civil Servant, Chengdu

I would start camping with friends this year but only in the afternoon without staying overnight. Although there is a ban on travel and opening recreational facilities has been imposed, I can do some exercise in a spacious park or go cycling.

Sweet and Sour Mandarin Fish, post-95s,
Female, Media Industry, Kunshan

I planned on camping before April and even went further to buy a picnic blanket and stove. Beside camping, I'd like to buy a bicycle and go cycling, while in winter, I want to go skiing and ice-skating.

Xiaoli, post-90s,
Education Industry, Changchun

I plan on camping, which was not what I would want to do since I didn't like it very much before. However, all of a sudden, I feel that it's good for me to go outside and breathe in fresh air after the pandemic. So, I'd like to call on a couple of good friends and invite them to take tents to go camping on meadow or in a park as eating in is not allowed. This was not my original lifestyle, but I even ordered a tent. It has not been delivered, so I haven't received it.

Fuzi, post-85s, Female,
Financial Industry, Beijing

I've been obsessed with camping and mountain climbing. I have a long-standing circle of friends for different hobbies. For instance, we enjoy SUVs, so we have a group for Jeep Wrangler (vehicle); and they are all refitted cars. We would take a cross-country road trip to places that other enthusiasts like as well. I also have a group of motorcycle enthusiasts who are pretty wild. I started camping when I was still in college and have been doing so ever since.

The activities allow me to be fully immersed in outdoor life in nature, far away from the hustle and bustle of the city, forgetting, for a moment, annoying things in city. More importantly, being in nature, you would feel that your mind is broadened and think that things that bothered you before don't matter anymore. You are cleansed and at one in nature.

Skiing, working out, playing basketball and dancing are our long-standing hobbies. We two would hit the gym twice every week. He plays basketball and works out on the fitness equipment twice weekly. On the weekends, we go mountain climbing or camping, or camping after mountain climbing.

Skiing

Since the Beijing Winter Olympics has propelled the skiing fever, many participants of our survey skied more and increased their consumption on skiing. The average gear expenditure per capita is around 20,000 to 30,000 yuan, including snowboard, ski suite, ski boots, helmet and protective gear.

Louis Vuitton, Dior, Celine, Chanel, Prada, Fendi, Burberry and Gucci all presented their skiing collection when the Beijing Winter Olympics took the world by storm. Some of our survey participants would choose skiing products from luxury brands or

from a collaborative collection between a luxury brand and others due to their appearance, while some prefer brands that supply professional ski gear.

Fendi and Burberry have also set up limited-time cafes at Changbaishan ski resort and Songhuahu ski field. Our survey participants said that after finishing skiing, they would go to the cafe for a cup of coffee while taking a rest and to the gift shop inside the resort or field for inexpensive items such as gloves and scarves instead of pricey handbags.



“One-on-One Interviews

Ms. Fan, post-90s, Female,
Architecture-decoration Industry, Suzho

After the pandemic, I want to go skiing at the Changbai Mountains in Northeast China or Sanya, Hainan at the seaside; because the pandemic is so depressing; we couldn't go anywhere for almost two months.

Shuiche, post-90s, Male,
Internet Gaming Industry, Beijing

I am not in conventional sports much. In winter, the only winter sports I engage in is skiing. I've bought a ski suite, ski-board and other equipment costing a total of 20,000 to 30,000 thousand yuan.

Worker in Lujiazui-Beijing, post-95s,
Financial Industry, Shanghai

Burberry established a café at a ski resort with its logo on the storefront and my colleague was there to ski. After skiing, I would go to the cafe for a cup of coffee while taking a rest and to the gift shop inside the resort or field for inexpensive items such as gloves and scarves instead of pricey handbags that I'd surely not buy at a ski resort.

Meghan, post-90s, Female,
Financial Industry, Beijing

I like to do sports in summer. I would also buy golf or ski brands for sportswear.

Because of the Winter Olympics held last year, skiing went viral. I indeed have spent more on skiing compared to the last snow season and the one before. Since I often invited friends to ski together, I found that more people joined in since last year. As a result, I spend more on skiing now. Ski brands such as Burton and Nitro, I believe, are professional brands since they start out making snowboards. Compared to other emerging brands that provide ski apparel, I think that the two excel in both design and functionality.

Stewed Pear with Citrus, post-90s, Male,
Freelancer, Beijing

In winter, I go skiing or try winter-fishing. Camping in winter is another good idea. I spent even more, about 20,000 to 30,000 thousand yuan, on skiing equipment such as snowboard, ski suite, snowshoes, helmet and protective gear. I would consider buying products under cross-brand collaboration because I focus on how it looks, which is important for what you put on yourself. Some of such products indeed look better.

Surfing

The ocean is an extraordinary tourist destination for most of us, as the ocean is pictured as a romantic symbol in many classic movies and TV shows. In the 1960's, surfing gained popularity among young people in America and European countries. Until today, it's still a culture exclusively for the youth since it stands for chill, cool and rebellious lifestyle.

Many luxury brands have rolled out surfing products at a high price. Last year, Louis Vuitton debuted a surfing board at 100,000 HKD under the collaboration

with artist Alex Israel. This January, Celine got its feet wet with a made-to-order electric surfboard. Chanel has also launched its own surfboards multiple times.

Surf culture is still in its infancy in China. It wasn't till 2017 that China's National surfing team came into being. Riyue Bay in Wanning Hainan and Houhai Bay in Sanya have developed into emerging main surfing destinations.



“ One-on-One Interviews

Yilan, post-90s, Female,
Hotel Industry, Sanya

I personally would spend more on wellness. I used to enjoy traveling abroad a lot or to spend a lot on traveling or experience (saving up for traveling or experience). As we can't travel abroad these couple of years, I put the money on wellness which can make me healthy and happy both physically and psychologically. I would focus on a sustainable lifestyle and lead a healthier and happier life.

One upside of Hainan Island is that you can get close to nature, which makes you less stressed out than when you're in the city. Especially owing to the influence of the pandemic, enjoying natural landscape and doing yoga by the sea or outdoors are all methods to release stress.

Furthermore, surfing becomes a hype in Sanya and Wanning, which were not a well-known destination. In the recent couple of years, due to booming surf culture in the community, These two areas become popular. I think surf culture is just for the young generation. They would gather in the bay area, while others would go surfing there.

JOE, post-85s, Male,
Advertisement Industry, Suzhou

As long as the city is not in lockdown, I'd go to the coastal cities more often for surfing and diving. I enjoy sports.

Cycling

Another driver behind the outdoor fever is renewed focus on health besides the need to be in nature. Some reallocate money originally saved for traveling on wellness instead. As a result, the popularity of cycling grows and surges. During springtime, more and more people choose to engage in cycling outdoors. Based on our survey, there are four demands behind cycling: environmental protection, outdoor activity, exercise and maintaining social distance.

Certain cities are encouraging and supporting cycling. For instance, the Tianfu Greenway in Chengdu which eventually stretches 16,930 kilometers is still under construction for non-motorized traffic, with 2,934 kilometers completed. Our survey participants stated that, “Cycling has become a lifestyle for people in Chengdu.”



“ One-on-One Interviews

KARINA, post-90s, Female,
Financial Industry, Beijing

Sports is a way to release stress for me. After the pandemic, I participate in outdoor activities such as frisbee, rugby and camping. Now I'd plan on playing tennis and cycling.

Equipment comes first. However, playing frisbee or rugby doesn't cost much and they are mainly ways to encourage me to run more. I'm still checking on a few bicycle brands such as Giant, Brompton, RE, Trek and Specialist as bikes can cost much.

I'd also buy sports shoes and apparels. I'd recommend lululemon pants and Lorna Jane's undergarments. If luxury brands collaborate with outdoor sports brands I like, I would surely pay more attention to it.

Miaomiao, post-90s, Male,
Transportation Industry, Beijing

Recently, I purchased a Trek bicycle and a Specialist later. There are many brick-and-mortar stores of the brands in Beijing.

Due to the pandemic and war between Russia and Ukraine that drove up oil prices, I decided to commute in a green way. Cycling can also help me maintain social distance from others and work out as it is a fun aerobic exercise.

I also went camping but I don't like frisbee. I think it's like throwing bean bags but with another object.

Stewed Pear with Citrus, post-90s, Male,
Freelancer, Beijing

I want to go cycling lately as another way to workout. Plus, the gym has been closed because of the pandemic. I spent 15,000 yuan from the outset on a bicycle after checking out brands like Trek, Specialist and Giant. Then, I wanted to change the handlebar, so I spent another 30,000 to 40,000 on a new one along with accessories such as helmet and clipless mountain bike shoes.

Dora, post-90s, Female,
Civil Servant, Chengdu

This year, Chengdu has the Tianfu Greenway that stretches over 100 kilometers. Cycling has become a lifestyle for people in Chengdu. Locals are either camping or cycling during the Labor Festival.

I bought my Giant mountain bike two or three years ago. As for camping gear, I purchased a couple of chairs and a desk from NatureHike at less than two thousand yuan. I've also bought a frisbee but can't be delivered from Shanghai.

Conclusion

In the Chinese market, luxury brands have taken swifter and bolder steps to innovate than they have in any other places in the world, but they're still facing many challenges and tests in reality; especially in the more diverse and multi-faceted new profile being displayed by Chinese consumers as they develop a deeper awareness of luxury brands and a stronger self-consciousness and recognition of local culture.

It's obvious that, at this crucial moment, the key to a luxury brand's success lies in: how to seize the benefit deriving from the development of various cities by taking advantage of the expansion of top-class commercial complex; how to create inviting scenes and ever surprising "localized" content together with upscale commercial complex; how to fully partner with nature to meet the needs for stress release of high- and mid-end consumers and strengthen the emotional bond with them.

30 high- and mid-end Chinese consumers were invited to sit down with us in an intensive one-on-one interview and this report has also delved deeply into nearly 30 cases of 25 luxury brands worldwide to formulate 8 critical insights in the hope of inspiring more luxury brands.

Of course, how to create scene and content that can strike a chord with Chinese consumers is a perpetual topic for luxury brands to explore in the Chinese market. In the future, we hope that we can explore with our peers in the industry to create more innovative thinking and to find the vital force to support a luxury brand to prevail in the Chinese market in the long run.

About Luxe.CO



Since its inception in 2013, Luxe.CO has built a multi-channel media matrix, through Chinese & English website (luxeco ; en.luxe.co), Android and IOS app (华丽志) as well as social media accounts (WeChat & WeiBo) and major 3rd party media platforms.

Luxe.CO has been firmly established as the most trustworthy media brand and go-to source to acquire global fashion business and financial news, to understand global fashion industry development, to connect fashion industry network and resources, and, to help companies and brands communicate with the most important audiences in the industry.

For millions of leaders, entrepreneurs, investors, professionals, opinion leaders, Luxe.CO provides the latest and well-curated news, in-depth research and analysis on brand operation, venture investment, M&A, industry research papers etc.

From 2015 onwards, Luxe.co has been hosting “Luxe.CO Global Fashion Investment Forum” annually in China and abroad, as well as a number of closed-door seminars & open forums.

Leveraging on our profound industry knowledge, professional research team, extensive industry and finance network, we also provide strategic consulting, research and PR services to global brands who are entering China or hope to accelerate growth in this most promising market, helping them to fine-tune China strategy and identify best local partners.

About LuxeCO Intelligence



LUXECO Intelligence is a research and strategy consulting service provider , focusing on luxury, fashion, beauty and lifestyle business.

We are capable to integrate China angle, global vision and broad industry perspective to provide forward-looking consumer insights, industry research, and strategic advisory services.

The unique strengths of LUXECO Intelligence lie in the strong industry network, data intelligence and knowledge system that we continue to build, supported by our efficient first-hand data gathering and survey channels and tools.

In addition to producing proprietary research reports on regular basis, we also provide the following professional services on demand:

1) Consumer Insight

- Observation and analysis on consumption trend
- Customized survey with LuxeCO readers
- Collaborative study on specified consumer group

2) Industry Research

- Sector-specific research
- Customized research reports
- Customized industry seminars/conferences

3) Strategy Consulting

- Branding and communication
- Innovation and Digitization
- Sustainable fashion development
- Expansion of overseas company into China market
- Expansion of Chinese company into overseas market

4) Financial & Investment advisory to

- VC, PE, financial institution
- Industry Group
- Commercial Real Estate

For project customization and cooperation, please contact:

Wang Qiong | Director of LuxeCO Intelligence

WeChat: elisatina929

Email: lci@luxeco

智华 庫丽

LUXECO
INTELLIGENCE

Disclaimer

The data source of report is reliable, but Luxe.CO is not responsible for its accuracy, reliability and integrity. The data, opinions and conjectures included in the report represent the situations upon its first publication, which is subject to change at any time without further notice. This report strives after independence, objectivity and fairness. The results are not under the instruction of influence of any third party.

This report contains general information that is for reference only. It is neither final recommendations for investment, legal, accounting or taxation reference nor invitations or promotional materials for any securities or financial products.

The copyrights of texts in this report belong to Luxe.CO and all the images are the intellectual property of individual brand. No one is allowed to publish and copy this report in any form without prior written authorization by This Company. To quote and publish content in this report, one must cite its source as LuxeCO Intelligence and must not deliberately delete or modify the content in a way that is against its original meaning.



Scan the QR code to download the Luxe.CO app
Connectivity of Global Fashion Innovations

Special Acknowledgement

