

FASHION SHOPPING CHINESE STYLE



The Chinese fashion market holds strong appeal for global companies looking to grow their business. While the east is full of promise, however, it presents a number of challenges for overseas clothing companies. The retail structure in China is distinct, reflecting how differently local Connected Consumers shop for fashion from other parts of the world. If global companies are to fashion a new market here for themselves, they need to understand the Chinese consumers' style of shopping.

ONE: OMNICHANNEL SHOPPING IS MORE COMMON IN CHINA THAN EUROPE



98%

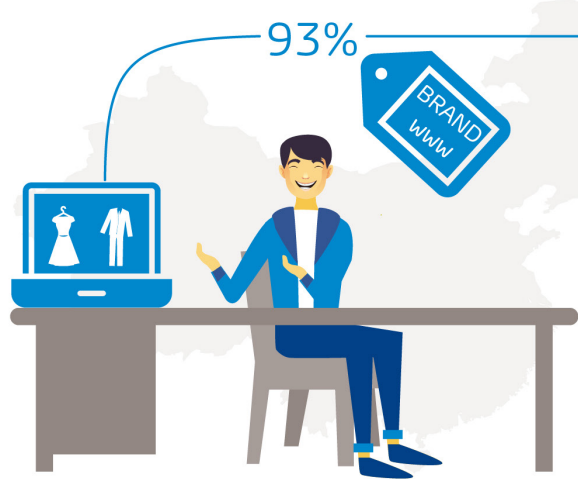
Almost all Chinese city-dwelling fashionistas (98%) shop for fashion both online and offline.

This is significantly higher than the number of consumers in European countries doing this. In Germany, for example, 57% of all consumers can be identified as cross-channel fashion shoppers, while in the Netherlands it's around 50%. Fashion brands in China need to have a coherent omnichannel strategy.

57%

50%

TWO: CHINESE FASHION SHOPPERS ARE DEVOTED TO BRAND WEBSITES



93%

Almost all Chinese fashion shoppers (93%) have purchased products in the past year via official brand websites, and 71% have bought products at least once a month or more often.

Chinese consumers aren't faced with the worry of purchasing a counterfeit or low quality product – a common concern for them. Having a strong brand-owned website is therefore absolutely vital for those western clothing companies wishing to crack the Chinese fashion market.

71%

bought products at least once a month

THREE: CHINESE FASHIONISTAS GO ONLINE FOR INFORMATION AND INSPIRATION



WeChat 41%



Chinese city-slickers don't just go online to buy fashion but to obtain information about it as well. On average, they get information about fashion from five different touchpoints – with online touchpoints the most common. With a 41% reach, Chinese messaging app WeChat is an important source of fashion inspiration and information about the best fashion deals and discounts.

Online touchpoints such as TV ads also have a significant reach among Chinese consumers.

38%

FOUR: FASHION SHOPPING ABROAD IS IN VOGUE FOR CHINESE SHOPPERS



40%

With 40% of Chinese city-dwellers shopping for fashion and lifestyle products abroad in the past year, accounting for 10% of all Chinese consumer fashion spending, this in itself appears to be a very fashionable thing for them to do.

Neighboring countries prospering from this trend are Hong Kong, Korea and Japan. Europe has also benefitted with 45% of Chinese consumers shopping abroad for fashion doing so here.

56% Hong Kong
50% Korea
43% Japan

45% Europe

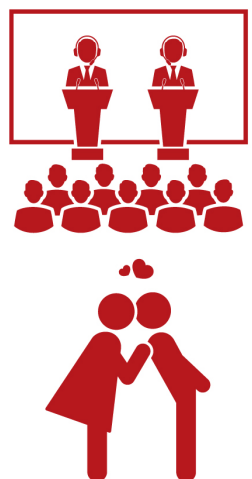
FIVE: DRESSING TO IMPRESS A KEY REASON FOR FASHION SPENDING



59%

More than half (59%) of Chinese consumers are prepared to spend more than they normally do when dressing to impress: on business attire.

Their next reason to splash out more than usual on an outfit is for a business or cultural event, followed buy for a date. Brands that cater for these occasions have the opportunity to impress themselves and have Chinese shoppers reaching for their very stylish wallets.



IN SUMMARY: THE FASHION EDIT



Chinese fashion shoppers really do have a style all of their own. Their omnichannel shopping behavior – from where they go for inspiration and inspiration about fashion to where they go to make a purchase – is truly unique. Global fashion brands need to understand these distinct consumer trends if they want to become trendy and expand their business in China.