

## NEWSLETTER

### FASHION/PERSONAL CARE/LEISURE

30 March - 5 April 2026



#### **Over 200 Luxury Brands Launch Year of the Horse Collections on Tmall, Marking Record-Breaking Season**

More than 200 luxury brands have simultaneously debuted horse-themed collections on Alibaba's Tmall platform, setting a new record for Lunar New Year launches. The unprecedented scale underscores the growing importance of China's e-commerce giants for high-end retailers targeting local consumers. Brands are leveraging the auspicious zodiac symbol to capture spending during the critical holiday shopping period.

**(Jing Daily)**

#### **Coach Sales Surge 37% in Greater China on Gen Z Appeal**

Tapestry's Coach brand posted a 37% revenue jump in Greater China for Q2 FY2026, driven by strong demand from younger consumers. The growth was fueled by popular Gen Z-focused collections including Brooklyn and Empire lines. The brand's integrated omnichannel strategy further accelerated performance across the region.

**(Bain & Company)**

#### **China Online Retail Surges 10.3% as Luxury Digital Shift Accelerates**

National online retail sales reached 2.08 trillion yuan in January-February 2026, up 10.3% year-over-year. The robust growth highlights the continued expansion of e-commerce channels across China's consumer market. Luxury brands are capitalizing on this trend, with online sales already accounting for 46% of China's luxury market in 2024. **(Bain & Company)**

#### **China Beauty Retail Hits 75.3 Billion Yuan in First Two Months of 2026**

Cosmetics retail sales in China reached 75.3 billion yuan during January-February 2026, marking a 4.5% year-over-year increase. The steady growth demonstrates resilient consumer demand in the beauty sector despite economic headwinds. Industry observers view the uptick as a positive signal for market recovery ahead of peak shopping seasons. **(Bain & Company)**

#### **China's personal luxury goods market may recover in 2026**

The year 2026 could bring the much anticipated growth in China's personal luxury goods market, even as consumers spend with caution. In 2025, the mainland showed some signs of improvement as the luxury market declined -3% to -5%, which is a much smaller contraction than -17% to -19%, recorded in 2024, according to a recent study by Bain & Co. **(luxury tribune)**