ITA Beijing Office

NEWSLETTER

FASHION/PERSONAL CARE/LEISURE
15 – 21 June 2026

Consumer Behavior: Selective & Value-Driven
Chinese luxury buyers have become far more selective, focusing on "true value" — quality, exclusivity, and emotional appeal over flashy logos. Millennials and Gen Z (who drive ~70% of spending) favor meaningful experiences, cultural relevance, and local Chinese brands. National pride and better perceived value for money are boosting homegrown names in jewelry, fashion, and beauty. **(fashionchinaagency.com)**

Young Chinese Still Love Luxury, Just Second-Hand
Despite slowing sales of new products, young Chinese consumers are not abandoning luxury goods. Instead, they are turning to second-hand channels for better value. Second-hand luxury transactions in mainland China exceeded 35 billion yuan in 2025. This shift reflects a growing preference for sustainable consumption and savvy spending among Gen Z buyers. **(South China Morning Post)**

Fashion Returns to Craft: Restraint and Precision Lead 2026 Fall/Winter
China's four major fashion weeks signal a shift toward "contradictory aesthetics" and "restrained power," with designers prioritizing precise tailoring and fabric quality over spectacle. Key trends include deconstructed classics, mixed textures blending softness with structure, and gender-fluid "flowing wardrobes" redefining modern dressing. **(WWD / China Fashion Week Reports)**

Tianjin Fashion Week 2026: A New Hub for Emerging Chinese Designers
The 2026 Tianjin Fashion Week has established the port city as an unexpected center for emerging Chinese design talent. The event showcased a strong focus on industrial-inspired aesthetics and sustainable manufacturing, reflecting the region's manufacturing heritage. Young designers presented collections that merged technical innovation with traditional craftsmanship, drawing buyers from across Asia. **(China Daily)**

Digital & Omnichannel Evolution
Offline stores still dominate luxury with 79% share, but online channels are growing at 6.18% CAGR. WeChat enterprise is displacing traditional outreach, with sales associates at LVMH and Kering houses building closed-group communities for early access drops. Livestreaming continues to blend entertainment, education, and sales. **(Mordor Intelligence)**