ITA Beijing Office

NEWSLETTER

FASHION/PERSONAL CARE/LEISURE
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China’s Gold Import-Export Rules Poised for Adjustment to Ease Trade and Tighten Compliance
The People’s Bank of China released a draft revision of gold import/export rules, extending the validity of "one permit per batch" to 3 months and exempting gold carried or shipped for reasonable personal use. Conversely, the draft tightens compliance thresholds, requiring enterprise applicants to have zero violations across customs, forex, tax, and anti-money laundering (AML) regulations over the past 2 years. **(Xinhua)**

Q2 2026 CTD Survey Highlights Pre-Departure Digital Drivers in China's Outbound Travel Retail
China Trading Desk's Q2 2026 survey shows 66.5% of Chinese outbound travelers intend to shop at airports, surging to 78.1% among high-net-worth individuals. While beauty (62.1%) and fashion/leather goods (47.3%) lead demand, the airport has shifted to a final conversion point, making pre-departure digital visibility critical as 98% of consumers cross-check prices with e-commerce sites. **(Global Travel Retail Magazine)**

HSG Finalizes €2.5B Golden Goose Acquisition; Appoints Bizzarri as Chairman
Hong Shan (formerly Sequoia China) has completed its €2.5 billion majority buyout of Golden Goose, whose global 232-store DTC network drove revenues from €266M (FY20) to €734M (FY25), alongside a 10% YoY rise to €173.2M in Q1 2026. Former Gucci CEO Marco Bizzarri has taken the helm as the brand's new Non-Executive Chairman. **(Fashion Network)**

China Slashes Aviation Fuel Surcharges by 40% from Peak to Fuel 2026 Summer Travel Boost
Effective July 5, 2026, Chinese carriers will lower domestic fuel surcharges to RMB 50 (≤800km) and RMB 100 (>800km), marking a 40% decline from the year's peak. Concurrently, cuts in international route surcharges are accelerating outbound travel capacity, with July pre-bookings already crossing 15.8 million domestic and 4.97 million international tickets as of late June. **(Sina)**

China to Lead AI-Mediated Luxury Shopping by Year-End
China is poised to become the world's most advanced AI-driven shopping environment by the end of 2026, with consumers expected to rely on AI assistants as heavily as they do on GPS navigation. Unlike traditional marketing, AI shopping tools will evaluate product specifications, materials, and authentic user feedback rather than responding to emotional brand storytelling. This fundamental shift will force luxury brands to rethink their marketing logic, prioritizing transparency and product integrity over aspirational narratives. **(VOGUE)**