

NEWSLETTER

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Donghai Showcases Crystal and Press-On Nails at Milan Fashion Week

China's Donghai County debuted its crystal and press-on nail industries at Milan Fashion Week. Celebrating 10 years as UNESCO's "World Crystal Capital," Donghai generated 60.6 billion yuan in crystal trade and 15 billion yuan in press-on nails (300 million sets) in 2025. The event launched joint designs with Italian creators to integrate local crafts into global fashion supply chains. **(PR Newswire)**

JNBY Secures Exclusive Greater China Rights for Italian Brand Marsèl

Fashion group JNBY has partnered with Italian handcrafted footwear brand Marsèl, taking over its exclusive operations and trademark ownership in Greater China. Founded in 2001 and known for its distressed leather craftsmanship, Marsèl was previously sold via select boutique stores. The deal strategically complements JNBY's existing footwear line while expanding its footprint in the high-end standalone leather goods market. **(Sohu)**

Gucci Launches "Made in China" Sneakers Amid Strategy Shift

Gucci has introduced its new \$1,000 "Drip" sneaker manufactured in China, departing from its "Made in Italy" heritage. Designed by Demna to target price-sensitive aspirational shoppers amid falling sales at parent Kering, the move balances innovation with cost control. While Gucci insists Italy remains its core hub with no further offshoring, analysts warn it could dilute brand prestige. **(Reuters)**

China's AI and Robotics Boom Drives Rise of Inbound "Tech Tours"

China's advances in AI, robotics, and EVs are driving a surge in inbound "tech tours," drawing foreign investors and executives to hubs like Shenzhen and Shanghai. Visitors pay thousands for exclusive factory access and briefings to assess China's tech momentum firsthand. The trend offers high-margin opportunities for travel operators blending B2B travel with tech exploration. **(Travel Daily Media)**

Chanel Reaffirms China Investment Strategy Amid Market Headwinds

Chanel CEO Leena Nair confirmed the brand will continue investing in China as a key market despite demand pressures. The luxury house recently renovated its Shanghai Plaza 66 boutique, designed by Peter Marino. In 2025, Chanel's revenue grew 1.8% to \$19.3 billion, with Asia-Pacific accounting for 48%. Bloomberg reported comparable sales rose ~16% in H1 2026, supported by growth in China. **(Vogue Business)**