ITALIAN TRADE AGENCY

ITA Beijing Office

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China's October Retail Sales Edge Up 0.4% as Cosmetics Outperform
China's total retail sales of consumer goods rose 0.4% year-on-year to 4.65 trillion yuan in October 2026, and 2.5% to 4.32 trillion yuan excluding autos. Cosmetics climbed 2.8% to 54.6 billion yuan, bringing 10-month cumulative sales up 5.6% to 402.5 billion yuan, while discretionary categories diverged as jewelry plunged 28.7% to 25.5 billion yuan and apparel dipped 2.0% to 141.1 billion yuan. **(National Bureau of Statistics)**

China's 2026 Double 11 Online Sales Rise 4.8% to 1.78 Trillion Yuan
China's 2026 Double 11 online sales rose 4.8% year-on-year to 1.78 trillion yuan, while major platforms like Tmall, JD.com, and Douyin climbed 3.7% to 1.68 trillion yuan, according to Syntun. Apparel ranked third with a 13.8% share, and personal care and beauty took 8.2% as skincare rose 3.83% to 102.9 billion yuan and fragrance and makeup grew 3.89% to 34.7 billion yuan. **(Vogue Business)**

Proya Tops Tmall Double 11 Beauty Rankings as AI and Social Commerce Surge
Proya ranked first on Tmall's full-cycle Double 11 beauty chart ahead of Lancôme and SkinCeuticals. Meanwhile, JD.com sold over 50 million AI products with AI glasses GMV surging over 100%, Xiaohongshu's 2,000-yuan-plus items and co-funded beauty merchants reached 3.5x and 3.1x daily GMV, and Bilibili logged an 88% new-customer rate in beauty and apparel. **(Vogue Business)**

L'Oréal Invests in Chinese AI Biomaterials Startup PAM2L
L'Oréal has made a minority equity investment in Chinese AI-native biomaterials firm PAM2L through Shanghai Meicifang Investment and its BOLD venture fund to co-develop novel bioactive ingredients. Founded in 2021 by Dr. Zhong Chao, PAM2L integrates AI and synthetic biology to create sustainable beauty actives, including an exclusive ingredient already used in L'Oréal Paris's Age Perfect line. **(Sohu)**

Gucci to Stage Demna's Cruise 2028 Runway Show in Shanghai
Gucci will present creative director Demna's Cruise 2028 collection in Shanghai on May 17, 2027, at a yet-to-be-announced venue to celebrate the house's 30th anniversary in China. Building on past local cultural exhibitions such as *No Longer / Not Yet* (2015), *Gucci Cosmos* (2023), and *Gucci Bamboo: Decoding an Icon* (2025), the showcase underscores the brand's push to deepen ties with the Chinese market. **(WWD)**