

NEWSLETTER

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Influencer livestreams drive fashion & lifestyle engagement

Celebrity livestreams remain pivotal in China's lifestyle economy: Zhao Lusi's August 2025 livestream drew over 25 million viewers, spiked her following, and triggered rapid sell-outs of featured outfits and accessories. This underscores influencer-led commerce's impact on brand exposure and consumer behaviour, reinforcing livestream platforms as strategic channels for luxury and lifestyle engagement. **(Jings Daily)**

Hotel market growth reflects experience-oriented trends

China's hotel industry continues structural evolution, with domestic tourism boosting mid- and high-end hotel performance, and hotels adopting digital/AI enhancements to improve service. In early 2025 domestic travel surged, with domestic trips up ~20.6% year-over-year, underlining broad travel activity and ancillary spending growth that benefits lifestyle and hospitality sectors. **(China Daily)**

Travel warning reshapes outbound tourism behaviour

China's Ministry of Culture and Tourism has advised citizens to avoid travel to Japan, prompting major airlines to offer free refunds through December and contributing to an estimated ~500,000 Chinese travellers cancelling Japan trips. Chinese bookings to alternative destinations like South Korea and Southeast Asia jumped ~15–25% in the week following the advisory, indicating shifting outbound patterns. **(Xinhua)**

IHG introduces lifestyle brand Atwell in Greater China

IHG Hotels & Resorts has launched Atwell with its first property in Shanghai, targeting experience-driven guests seeking contemporary spaces and curated services. adding 316,100 rooms as mid-tier and branded properties expand. This reflects continued sector momentum supported by tourism recovery and diversified hospitality demand across core cities. **(Ctrip)**

E-commerce quality benchmarks reshape apparel consumption

JD Fashion's 2025 rankings recognized 300+ products across 14 categories, with top items from nine leading brands including Bosideng, Li Ning, Nike, and Adidas. Listed products saw ~20× higher traffic and ~50% higher conversion rates, clearly reflecting growing consumer preference for verified, high-quality fashion in online shopping. **(JD)**