

China Chic

A new trend is taking hold in China. The related keyword was researched for over 12.6 billion times in 2018, and from January to July 2019 that number increased by nearly 400%. What made Chinese customers so hyped up ? “China-Chic” . This term refers to fashion trends native to China. Its initial connotation was similar to that of “British Style” , which incorporates unique native cultural elements into latest trends.

After “China-Chic” witnessed its massive success in the clothing industry, its impact continued to extend to various industries. The cosmetic and food industries have brought back traditional visual motives, such as cranes and flower-and-bird paintings by incorporating them into packaging designs. The film, television and music industries have also given new life to traditional cultural heritages through mediums such as classical literature and the musical instrument, Guzheng, enabling them to make a grand comeback into the lives of the younger generation.

To this day, “China-Chic” means much more than an innovative Chinese style that demonstrates one’s unique fashion sense, it also includes the retro Chinese styles that represent traditional parts of Chinese culture.

There are multiple factors that led to the revival of “China-Chic” . On the one hand, there is a collective innovation of Chinese brands in taking on the country’s traditional culture. On the other hand, the mentality shift of Chinese customers has also had an effect. With “China-Chic” rising on the scene, more and more Chinese youth are becoming interested in buying products that made in China, by Chinese brands. According to China’s Consumer Trend Index 2019 by Nielsen, 68 percent of Chinese consumers prefer Chinese brands. Among them, 62% indicated that they are open to international brands. However, local brands are still regarded as their priority choice.

Today, Chinese brands are able to offer the world much more than just “made in China” . More significantly, they’re exporting China’s culture and aesthetic, which are bound to make a lasting difference.

