



FANCY TECHNOLOGY

2022 CHINESE NEW YEAR LUXURY FASHION REPORT

How international luxury brands respond to the most local and celebrated festival of the year?

WHO WE STUDIED?

94
BRANDS

INTERNATIONAL LUXURY & FASHION BRANDS ACROSS
**PRESTIGIOUS MAISONS | WATCHES | JEWELRY |
FASHION | BAGS | SHOES | READY TO WEAR**





Dior

GUCCI

BURBERRY



Ermenegildo Zegna



LA PERLA



MaxMara

MIU MIU



BALMAIN
PARIS

DOLCE & GABBANA

BOSS
HUGO BOSS

ALEXANDER
MCQUEEN

MARC JACOBS



JIMMY CHOO



BALLY

CÉLINE

Chloé

BOTTEGA VENETA



GIVENCHY

M A R N I



PRADA



CITIZEN

RICHARD MILLE



SEIKO



Acne Studios

ami
alexandre mattiussi

ba&sh

alexanderwang



GANNI



TOMMY HILFINGER

STUART WEITZMAN

MAISON KITSUNÉ
PARIS

SCOTCH & SODA



ISABEL MARANT

LANVIN

BVLGARI

HARRY WINSTON



TIFFANY & Co.

Van Cleef & Arpels

De Beers



G R A F F

qeelin



OUR METHODOLOGY

"HOW BRANDS COMMUNICATE?"

/PRODUCT DESIGN/ what's the trend of this year product design?

/PRODUCT OFFERING/ how big & wider is the CNY collection and what's included?

/SALES CHANNEL/ is there any channel difference against product offering?

/CAMPAIGN CONCEPT/ what's the different understanding from brand for CNY

/CAMPAIGN AMPLIFICATION/ how does brand amplify the whole campaign into next level?



BRAND-OWN TOUCHPOINTS MONITORING

3 SOCIAL PLATFORMS
BIG DATA MONITORING



"HOW CONSUMERS RESPOND?"

How much post has been generated?

How is the effectiveness of each platform?

How is consumers engagement rate?

Which brand is more welcomed?

Which category is more resonated in CNY campaign?

What's the right formatting of a popular social post?

and more...



WHY WE DID THIS WORK?

We want to provide an overview of the CNY campaigns of international brands. We try to inspire brands about their design, campaign messages, and all different metrics, so that they can be more imaginative than next year.

LOCALIZATION

is the most concerned topic for international brands when planning the GTM calendar.

Localization combines many factors. Deep understanding of Chinese culture and bringing it to life requires time, multiple functions of communication & alignment, and execution at the end.

**BOLD
OR
METICULOUS**

CNY

is the most important of all occasions!

Among Chinese festivals, CNY is without a doubt the most important one with the most potent cultural flavor. This is where we start our new year and where all of the hopes, happiness, and wishes from Chinese people are attached.

**HIT
OR
DROP**

**SOFT
OR
LOUD**



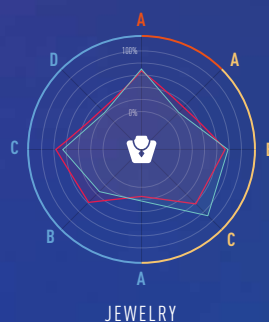
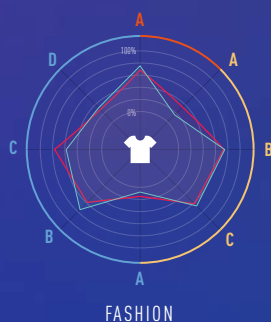
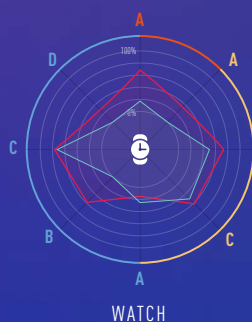
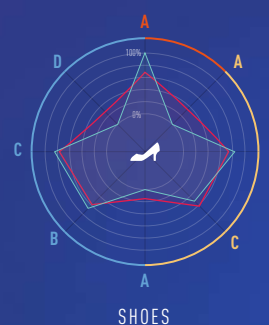
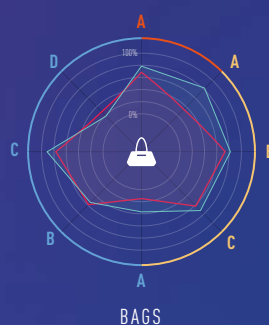
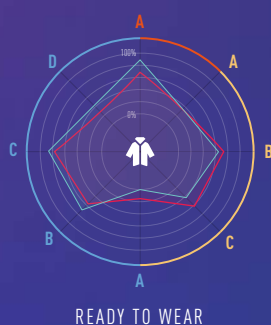
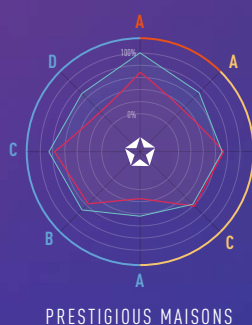
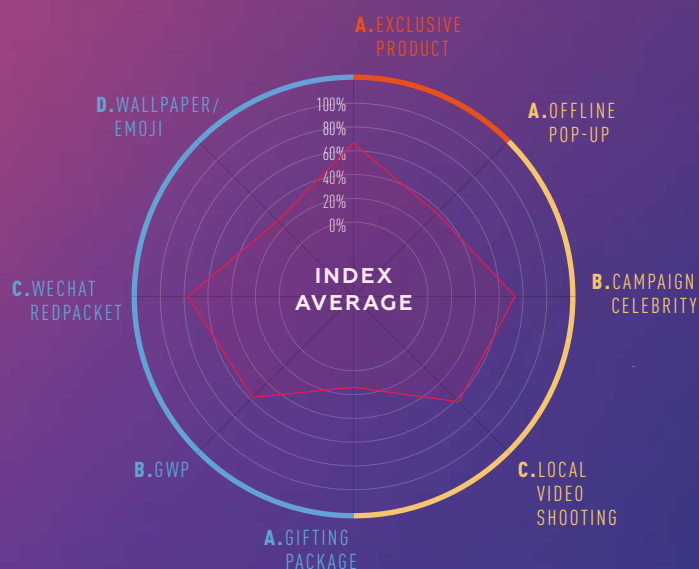
INDUSTRY OUTLOOK

Before, the luxury CNY campaigns are hit or miss. But there is clear signal starting from this year, majority of brands are more involved than ever in the CNY campaigns. From the understanding of chinese culture to translating it into campaign idea, from special products design to CNY offers. This year, CNY campaign is not just an easy drop of collections, it demonstrates more how brands are resonoated to chinese consumer.

SAMPLE SIZE

TOTAL BRAND	PRESTIGIOUS MAISONS	READY TO WEAR	BAGS	SHOES	WATCH	FASHION	JEWELRY
94	7	16	14	6	22	16	13

CNY CAMPAIGN OVERVIEW



INDEX
AVERAGE

CATEGORY
AVERAGE





There's a trend in which luxury brands are more involved than ever in the CNY campaigns. More than 4/5 brands have chosen to launch specially designed products - involving great efforts in design work and coordination with global design teams.

67%

has CNY special collection

- Of which 4/5 play around with tiger
- Of which 1/5 only picked up red color item



Furthermore, brands are also taking advantage of the momentum of patriotism and investing a lot in today's crowded social media environment. We were surprised to find that 73% of brands invest in celebrities to make their message louder and more memorable in addition to reaching out to KOLs. In addition to this campaign, the pop-up store makes it 360 degrees.

73%

invested in celebrity for CNY campaign

- 62% has local shoot campaign video
- 55% has campaign seeding plan (KOL & KOC)
- 37% launched POP UP store



Also competitive is campaign related material. Aside from WeChat Red-packet, GWP, and emoji are also in high demand among brands. But only 14% of the brands use special packaging for Chinese New Year which should be an essential factor for gifting during this time of year.

78%

designed CNY WeChat Red-packet

- 59% has special CNY GWP
- 29% has cellphone wallpaper or emoji
- 14% has CNY special packaging

From Category Level

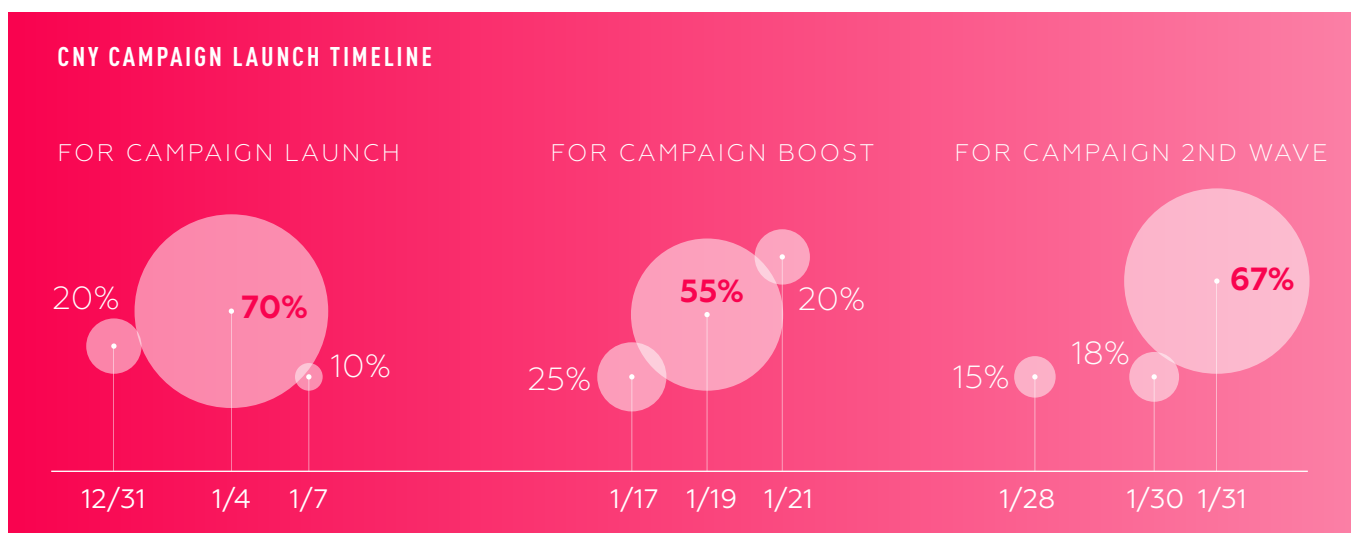
Prestigious Maisons participate in the CNY campaign to the fullest extent.

Watch & Shoes have the lowest engagement.

Bags and **Ready-to-Wear** are putting more emphasis on product design and campaign amplification.



THE CAMPAIGNS PERIOD HAS BEEN EXTENDED



Most of our tracked brands have a very crowded month this month due to Christmas and Valentine's Day. For many brands, CNY overlaps with SS launch, during which they need to deliver dozens of messages.

All CNY related product is put on shelf at the end of December, in case the consumer wants to check out something for new year (calendar year). First wave of push happened towards the middle of January, while second wave is near 1/31.

KEY FIGURES

1/4 (Tue) **1/31** (Mon)
is the lucky day picked by most of brands

3.5 posts
Published on official WeChat accounts

23 days
Lasted the CNY campaign on average

FUN FACTS

Cartier

The **LONGEST**-lasting activation is from **Cartier**, even merge into Valentine's Day

TOMMY HILFIGER

The **EARLIEST** launch is from **TOMMY HILFIGER**, starting from Dec 10

BURBERRY

The **most frequent** posts is from **BURBERRY**



WHAT'S THE PRODUCT OFFERING?

PRODUCT OFFERING IS DIVERSIFIED, YET EVERYTHING AROUND THE TIGER!

There's a trend that luxury brands are more prominent than ever in this CNY campaign. For the CNY campaign, over 4/5 of the brands launched special design products which required a lot of work on the design and aligning with the global design team.

67%

Has CNY special collection

50 of 67

Brands have special designs related to TIGER elements



CHECK OUT DIFFERENT READINGS OF THE TIGER

INSPIRATION
FROM TIGER
AS A FIGURE

老虎形象



DIOR

Full Category



PANDORA

Jewelry



BALLY

Bag | Shoes



Loro Piana

RTW

INSPIRATION
FROM THE
STRIPE OF TIGER

虎纹



FENDI

Bag | RTW



VALENTINO

Bag / RTW

INSPIRATION FROM THE
CHINESE CHARACTER OF
THE YEAR OF TIGER

虎年中文 '寅'



BALMAIN

Bag | Shoes



15%

Co-create with Artists



**INTERNATIONAL ARTIST:
MAGDALENA**



MARNI worked with Venezuelan artist:
Magdalena Suarez Frimkess to design CNY prints

**CHINESE ARTIST:
YUAN SUN, YU PENG**



Salvatore Ferragamo worked with 2 Chinese artists:
Yuan SUN & Yu PENG for collection design

More creatively, brands play around with their icon animals

**TIGER
×
DINOSAUR**

COACH's marriage
Tiger with Remy



**TIGER
×
FOX**

MASION KITSUNÉ's
marriage Tiger with Fox



Or even play around with their LOGO !

AMI



PRADA





THE CNY COLLECTION IS GETTING RICHER AND BROADER

WHILE PRICE STAYS ALMOST THE SAME

Here is another rising trend that the range of CNY collection is getting broader. According to our monitor, for this year:

7 exclusive SPU's
are included in CNY collection

3.5 categories
has been covered averagely

It suggests the global merchandising teams have recognized the importance of CNY collection as this exclusive and local flavor design always requires more time and discussion than others. On the other hand, it shows that consumers have a variety of shopping demands during the Chinese New Year.

	BRAND TTL	☆	👤	👜	👠	🕒	👕	👑
	94	7	16	14	6	22	16	13
SPU #	7	68	25	14	22	1	12	5
Category #	3.5	7	5	5	3	1	2	1

Prestigious Maisons have both the richest offer while watch only offer 1 special style or even 0

In response to GIFTING demands, **76%** of brands have included **accessories** in their CNY collections.

LV offers a variety of tiger-shaped accessories to satisfy gift-giving demands. Additionally, the gift box is beautifully designed and included.



Moreover, there is not much price inflation to be seen,

Only +5%

Price difference in CNY collection compared to normal SPU.

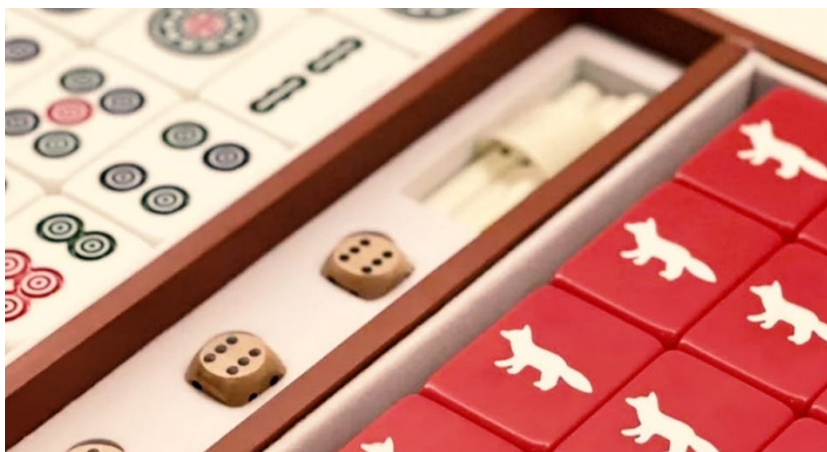


NO DISCOUNT CAN STILL MAKE THE 'OFFER' ATTRACTIVE

BRANDS PREPARE CUSTOMIZED GWPS AND SPECIAL PACKAGINGS

NO DISCOUNT, VARIOUS GWPS

Mah-jong MASON KITSUNÉ



Couplet VALENTINO



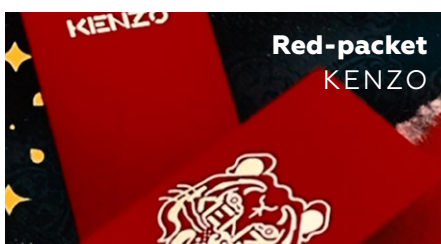
Calendar
BVLGARI



Mic Phone
VERSACE



Face Mask
VALENTINO



Red-packet
KENZO



Food Steamer
LOEWE

LUCKY ENOUGH TO GRAB A WECHAT RED-PACKET?

78%

Have launched
WeChat Red-packet

There is a strong trend that says WeChat Red-packet is a must for CNY campaign in luxury and fashion. Both loyal and new customers are eagerly waiting to get it. Since the stock is low, the exclusivity in the market is even greater. To make it more charming, some brands (such as LONGINES, LANVIN) put the image of their celebrities on it. Are you lucky enough to grab one of them?



Other way to capture the screen of the audience

IPHONE WALLPAPER

BURBERRY is always very active in designing smart phone wallpaper. Can not miss CNY.



Don't forget,
EMOJI



MAISON KITSUNÉ



HERMÈS



HOW TO MAKE IT MORE LOCALIZED?

DIMENSIONS WE NEED TO PAY ATTENTION DURING CAMPAIGN PERIOD

1. Content matters

Tell the story resonated with Chinese culture is crucial

REUNITE WITH FAMILIES

WISH OF GOOD LUCK

GIFTING

BE BRAVE

HAPPINESS

REBORN

Checkout the different understanding and reading from brands about YEAR OF TIGER

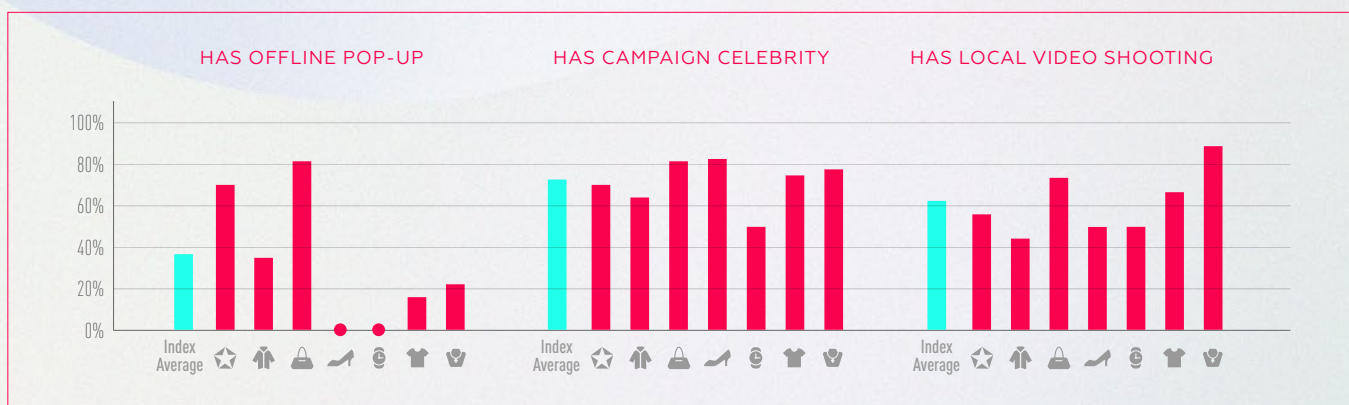
TASTE OF NEW YEAR

Among all brands, Loewe has a very unique angle that appeals to the taste of the new year. This resonated well with most Chinese consumers because in many Chinese memories, the New Year is associated with the New Year's dinner (年夜饭), the most important family event of the year. It can be translated as a foretaste of the New Year.



2 Celebrities blow the wind

● Recipe for all China campaigns



73% Invested in celebrities for CNY

62% have local shoot campaign videos
55% have additional KOL seeding plan

In addition, brands also choose to ride on the momentum of patriotism and invest a lot in the currently very crowded social environment. It's not enough to just focus on KOL. We are surprised to see that 73% of brands are also investing in celebrities to make the call even louder. A pop-up store is another extension of this campaign and makes it a 360-degree campaign.

BVLGARI has all 5 big names on its list and each of them made a video on the spot to explain some kind of New Year activities.



3 Offline Experience Amplifies

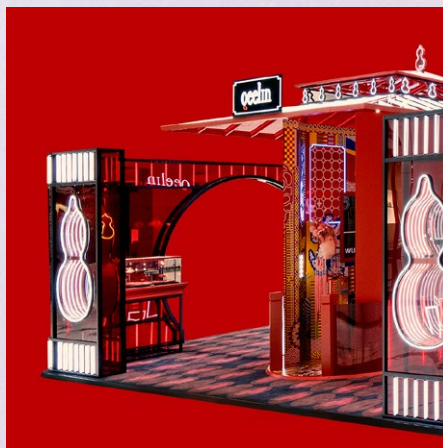
Pop-up stores are also planned as physical touchpoints and engagement

37%

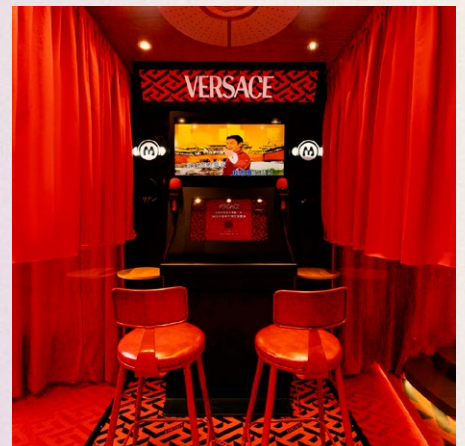
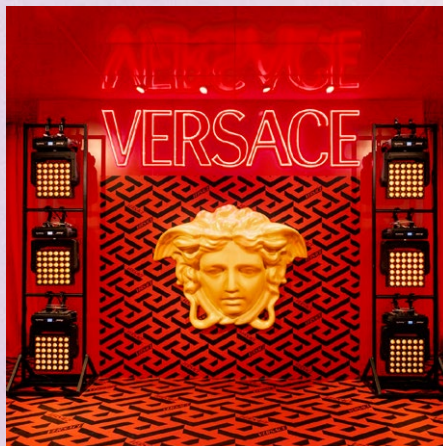
Launched Pop-up Store

An offline CNY pop-up is not only a touchpoint for merchandising, but also plays a critical role in bringing the idea of the campaign to your audience's neighborhood. Especially during the New Year's vacation, offline traffic is one of the peak seasons of the year, making the pop-up even more visible.

The offline pop of Qeelin is very interesting, it fits perfectly with the campaign single messages: #新春游园会# and also with many funny engagements.



VERSACE is another outstanding brand for the CNY offline pop-up. The idea is to create a platform for New Year's introduction (which is more than familiar to Chinese people). Besides, there are many interactive mechanisms built in, so the whole journey is a lot of fun.



EMERGING TRENDS THIS YEAR

WE ALSO RECOGNIZE 4 NEW TRENDS THIS YEAR COMPARED TO
LAST YEAR DURING THE CNY PERIOD

1. Metaverse

Many brands have service like virtual try on for CNY collections. And some even adapted NFT idea into campaign as one of exclusive offer on TMall store.



IWC offered virtual try on service on TMall flagship store

2. CSR

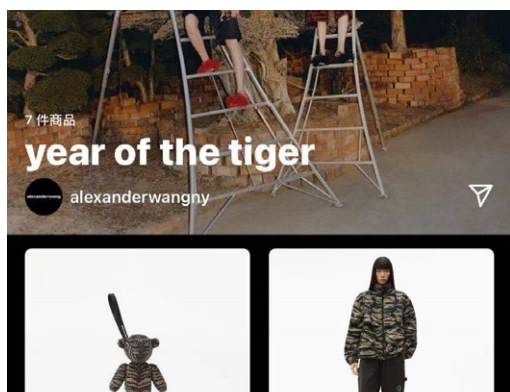
Sustainability has been a hot topic for all luxury brands lately, and with the help of this local campaign, brands are showing that they care and are making an effort to our planet



PRADA donated to 'China Green Foundation' to protect wild manchurian tiger in China

3. Influence Outside China

The CNY campaign is no longer just for the CHINA market. More and more brands are launching them outside China to appeal to Chinese consumers



Alexander Wang is promoting CNY collection to global consumer

4. Winter Olympics

Take advantage of the Winter Olympics in China and all the hype around winter sports. Brands are cleverly linking the CNY campaign here or there with OLYMPICS



MONCLER CNY collection



LET'S SEE THE RESULT MEASURED BY DATA

CROSS-PLATFORM INTELLIGENCE DATA

CONTENT



小红书



bilibili

SOCIAL



E-COMMERCE

天猫 TMALL.COM

JD 京东
.COM



POWERED BY OUR TECHNOLOGY PARTNER



FANCY TECHNOLOGY

VERACITY

We use the same mapping knowledge domain based on Alibaba cloud which is also applied at Tmall Databank.

LARGE-SCALE

Alibaba spring cloud, which applied at double 11, allowed users to process huge amounts of data simultaneously with accurate results.

BREAKTHROUGH

We develop algorithm models, like deep learning applied at Alpha Go, to recognize invisible value.

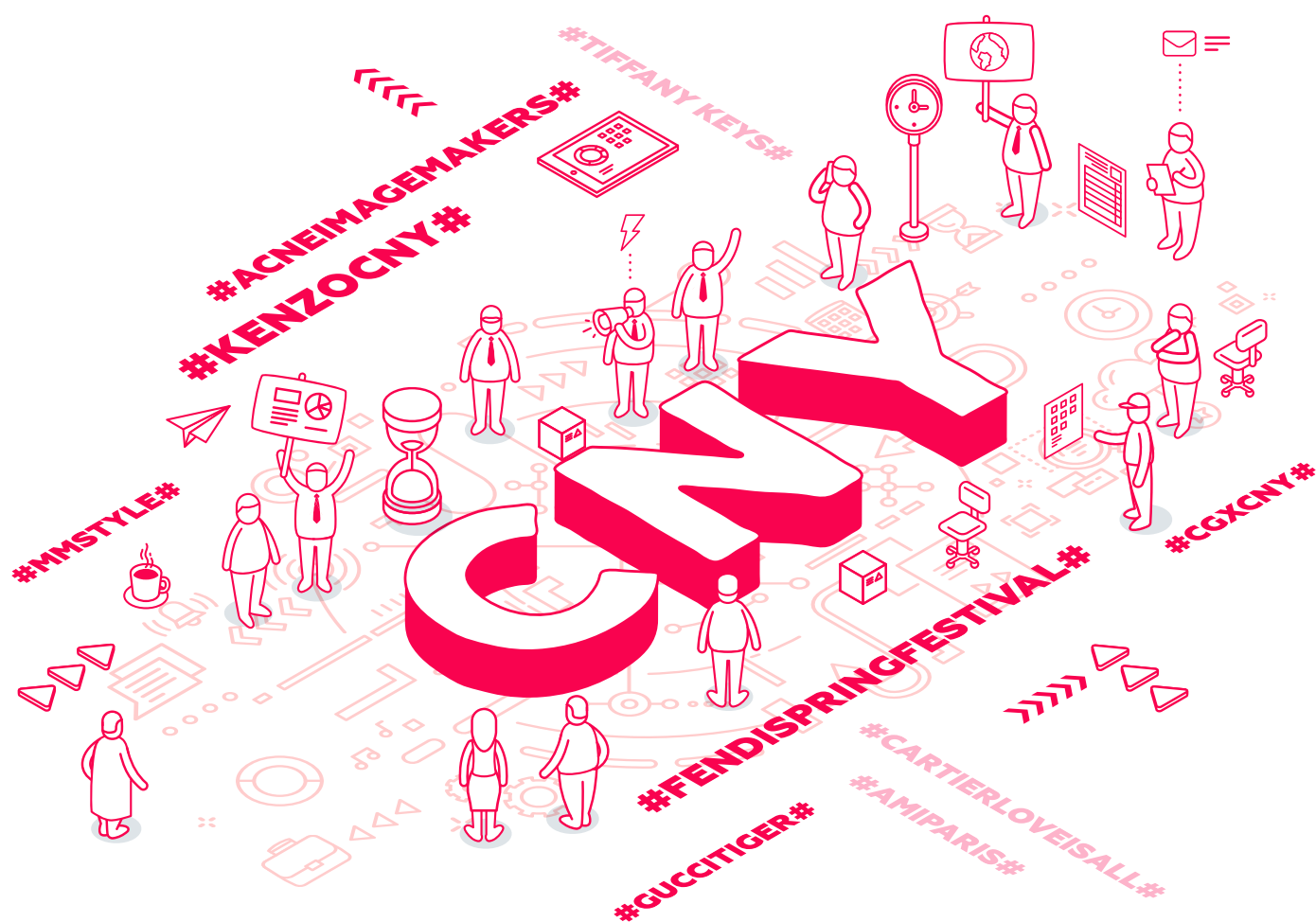
THIS TIME, we tracked
all CNY related post



小红书



ALL RELATED HASHTAGS FOR CNY CAMPAIGN



#BURBERRY虎唤新春#
#跟古驰欢乐过年#
#爱马仕虎生趣#
#爱马仕虎年红包封面#
#欢聚是最好的礼物#
#BALENCIAGA虎年系列#
#易烊千玺新年红夹克#
#K虎年寅家#
#LoroPiana虎年新春系列#
#暖在一起,更有心意#
#MIUMIU新年#
#MIUMIU中国新年精选系列#
#虎虎生V#

#VERSACE2022新年限定系列#
#BALMAIN春节臻选系列#
#Alexander McQUEEN亚历山大麦昆#
#菲拉格慕2022中国新年特别胶囊系列#
#JC虎年红运#
#Roger Vivier 心愿剧场#
#TODS2022新年限定系列#
#BALLY2022花财虎限定系列#
#CELINE新年胶囊系列#
#Chloé中国新年系列#
#虎年新锐 先锋领航#
#红黑相契 寅新盛启# #万宝龙虎年限定款#
#PRADA虎年行动#

#MCM虎力全开#
#ToryBurch2022度假系列#
#MARNI中国虎年限定系列#
#宝珀中华年历#
#宝珀V系列#
#快乐由我 自由旋转#
#HUBLOT宇舶虎虎生丰#
#万福临门#
#优雅新春进行时#
#alexanderwang2022虎年胶囊系列#
#郭采洁#
#与bash为伍#
#蔻驰新春虎虎生威#

#狐虎哈嘿#
#虎年限量胶囊系列#
#如虎添“衣”#
#热力炙造#
#GANNI中国限定新年胶囊系列#
#浪凡新年有礼#
#红盒满福#
#戴比尔斯璀璨新春#
#爱在空气中#
#万象寅新耀非凡#
#Qeelin新春游园会#
#梵克雅宝诗意新春#
#新年,好愿连连#



PLATFORM PERFORMANCE DIFFERENCE

DIFFERENT ROLE HAS BEEN PLAYED BY EACH PLATFORM



Weibo seems like a must-have channel that can both generate 40% of all content and occupy the majority of user engagements.



Redbook has excellent generated content which accounting for 45% of total content creation, but its audience does not seem to be very engaged. Despite the fact that it is a good asset for the brand's long-term "zhongcao", because CNY has passed and campaigns have moved on, it may not be the right channel for future planning.



Douyin has a high engagement rate, meaning CNY content is welcomed and easily go viral within Douyin audience.

7,132 CNY RELATED POSTS DETECTED THROUGH 3 PLATFORMS

40%

45%

16%



11M

Weibo 73%

Redbook 1%

Douyin 26%



8M

Weibo 98%

Redbook 0%

Douyin 2%



1M

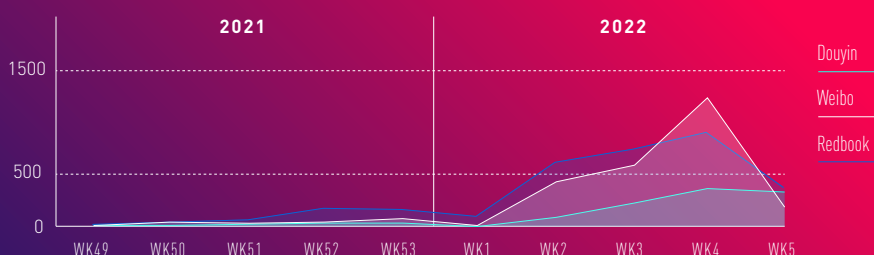
Weibo 87%

Redbook 2%

Douyin 11%

DISCUSSION LEVEL OF CNY RELATED TOPICS

The heat of CNY topics appears at Week 4 of January across all platforms.



THE BRANDS WHO STAND OUT

Content Generation

TOP 10 BRANDS

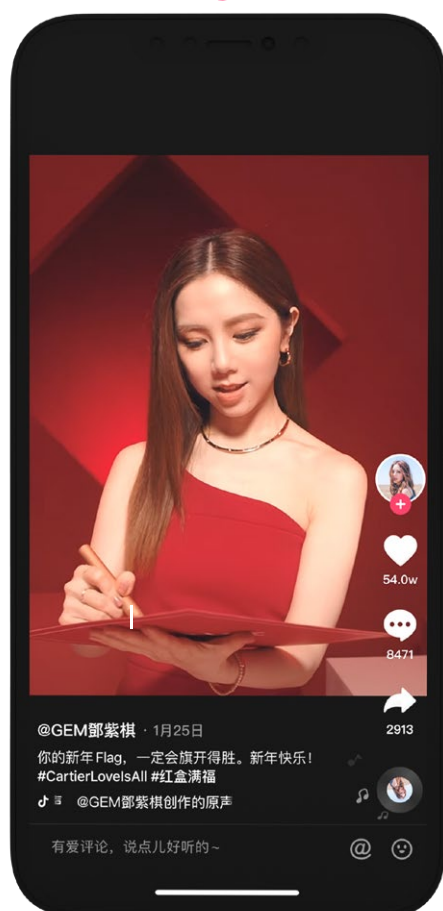
1 GUCCI	5 HERMÈS	9 BALLY
2 COACH	6 TIFFANY	10 VALENTINO
3 CARTIER	7 BURBERRY	
4 KENZO	8 BALENCIGA	

Number of Engagement

TOP 10 BRANDS

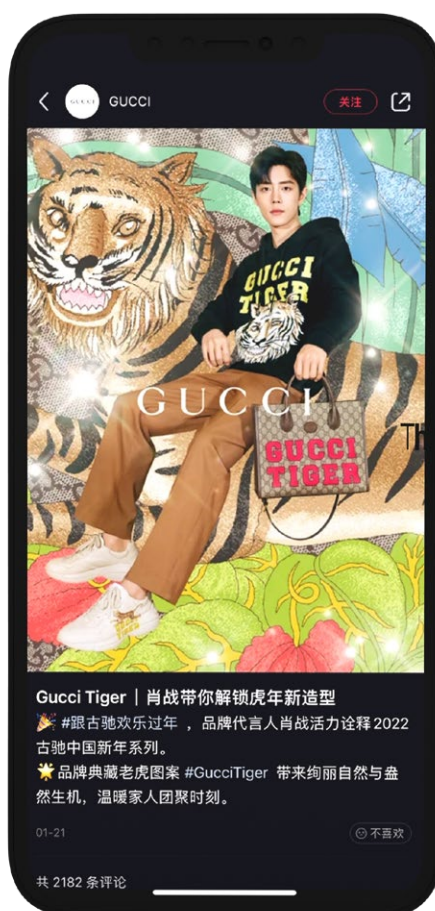
1 GUCCI	5 BALENCIGA	9 COACH
2 CARTIER	6 LAVNVIN	10 MIUMIU
3 FENDI	7 KENZO	
4 TIFFANY	8 VALENTINO	

The hottest posts



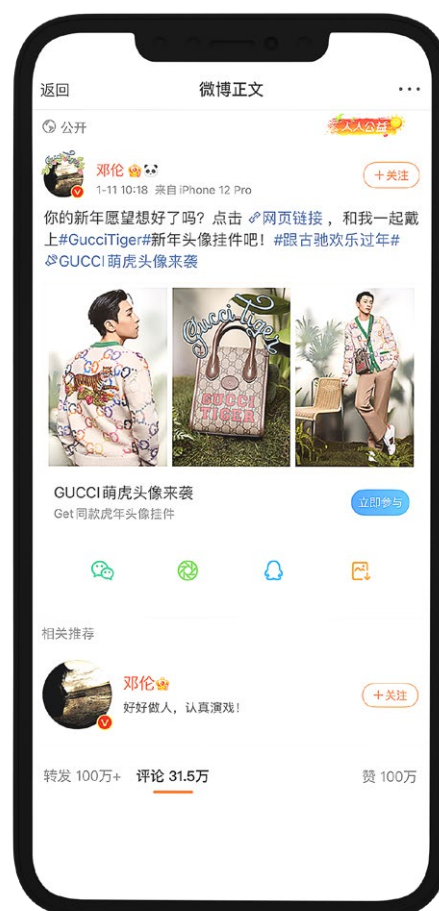
Post by GEM DENG to promote GUCCI CNY campaign @ Douyin

👍 540K 📩 2,913 💬 8,471



Post by GUIC to announce GUCCI CNY campaign @ Redbook

👍 11K 📩 284 💬 2,182



Post by Lun DENG to promote GUCCI CNY campaign @ Weibo

👍 1,004K 📩 1,000K 💬 314K



GENERIC KEY WORDS

Has been mentioned the most



PRODUCT KEY WORDS

Has been mentioned the most



MOOD KEY WORDS

Has been mentioned the most



*The number listed here show the frequency of their appearance in Douyin, Weibo & Redbook



THANKS FOR READING!

To unlock the full report,
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MORETOCOME

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ABOUT 1UP

Present in Shanghai, Hongzhou and Paris, 1UP digital helps brands of the luxury industry navigate the market by providing them with sustainable digital strategy, result-driven execution plan and most up to date innovations & technologies.

We aim to bridge the gap between premium brands & consumers, and level up brand digital retail system.

OUR SERVICE SCOPE

We're full service digital agency offering customized solutions to reach the luxury consumers across all channels.

OUR VISION

We believe in never standing still. For the better, for the extraordinary, for the experiences that go beyond the expected.

We're 1UP. and we are creating the future of digital retail as the industry want it.

OUR PEOPLE & CULTURE

It's all about the team. We're extremely proud that we grouped the most dynamic digital experts in the field spinning from luxury to fashion, from agencies to inhouse brand. We operate in Shanghai, Hongzhou, and Paris with +100 high-level team members. We're young, passionate & diverse!



ABOUT FANCY

Founded by industry veterans from Alibaba, FANCY TECHNOLOGY is committed to use big data and artificial intelligence to revolutionize brand's e-commerce business.

OUR SPECIALTY

With our patent of big data, we can easily transform data from cross-channel (such as TMALL, JD, WeChat, Douyin, REDBOOK, etc.) into commercial application. We help forward-thinking brands unlock incremental revenue opportunities by creating a new shopping experience within their existing e-store.

WHAT WE OFFER

Our solution integrates content, product, and user behavioral data in a more effective way, which can be applied to various e-commerce touchpoints to generate more customer engagement and sales.

OUR PEOPLE & CULTURE

We have specialists in the field of big data, artificial intelligence, integrated marketing, e-commerce, brand management, etc. and have served a wide range of clientele, including the LVMH Group, TOD'S Group, BURBERRY, DELL, Pernod Ricard etc.



FANCY TECHNOLOGY