



YOUR ULTIMATE CHECKLIST AROUND WECHAT

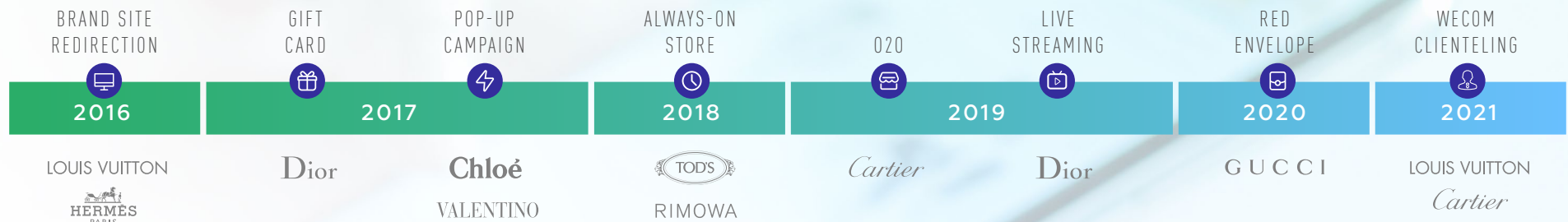
*A checklist to charter the course for luxury & fashion brands in
the dynamic & evolving WeChat eco-system*

WHY WE STUDIED THIS?

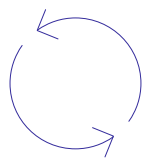
WeChat, the undeniable heart of luxury brand eco system, remains critical in digital roadmap. How to capitalize its functions, reinforce brand equity, reach commercial goals and connect omni experience are frequent pain points for luxury industry. As WeChat becomes more dynamic than other channels and more investment takes place on the platform in the post-Covid era, it is harder to make thorough plans.

EXHIBIT 1: THE FOOTPRINT OF WECHAT EVOLUTION

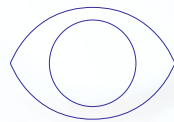
LUXURY INDUSTRIES



WHAT YOU CAN EXPECT FROM THIS REPORT?



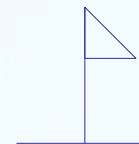
QUICK UPDATE ON
CURRENT WECHAT
ECO-SYSTEM



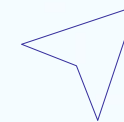
A GLANCE AT
LUXURY INDUSTRY
FOOTPRINT



IDENTIFIED
MARKET BASIS
LINE



BEST-IN-CLASS
CASES



NEW TRENDS
TO EXPECT

We do not provide a tailored answer for your brand, but you will gain ideas on market [luxury industry] reaction. As a brand you can start from there.

EVERYTHING STARTS WITH USER JOURNEY

It really matters to design and fulfill users' journey which unfolds when consumers start to discover your WeChat eco-system. And comparative studies between WeChat eco-system for luxury and for other industries concludes some uniqueness shown below:

CRM ORIENTED

Since luxury industry attaches great importance to customer's value chain on WeChat, the after-purchase service chain is delicately designed.

FRAGMENTED EXPOSURE

The time-honored experience in offline retailing not only serves as the major source of traffic but also presents difficulties for brand management as in-person and in-store touch points are too fragmented to achieve greater traffic at higher quality.

OMINI MINDSET

Always keep the omni mindset. It's the core of luxury industry to provide seamless online-offline service.

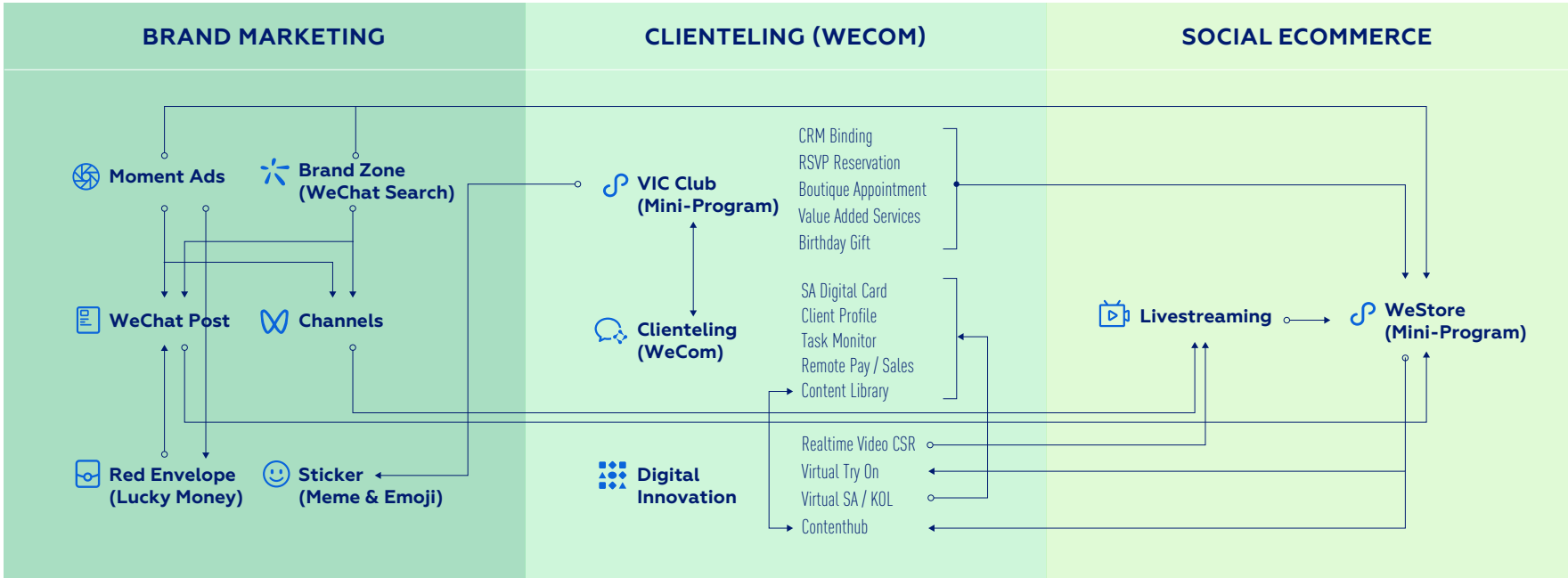
EXHIBIT 2: A GLANCE AT USER JOURNEY IN WECHAT

LUXURY INDUSTRY



EXHIBIT 3: AN OVERVIEW OF WECHAT ECO-SYSTEM

A MATRIX OF APPLICATIONS IN WECHAT



RIGHT COMPONENTS

This is a bite of the most recent components for WeChat eco-system for luxury industry. The head line structure is divided into Brand Marketing, Client Service and Social Commerce. Each section will be deliberated hereinafter.



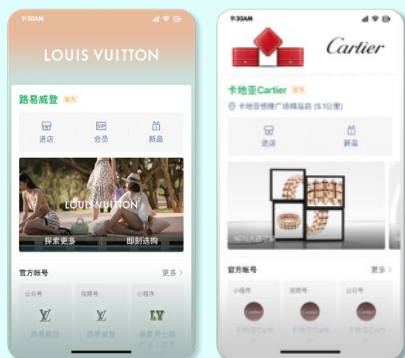
WECHAT | PART 1 BRAND MARKETING

Born for communication, WeChat empowers brands by providing a set of tools to communicate brand heritages and reach consumers. Take a look at how brands fit into these new tools.

SAMPLE SIZE

| TOTAL BRAND | PRESTIGIOUS MAISONS | READY TO WEAR | BAGS | SHOES | WATCH | FASHION | JEWELRY |
|-------------|---------------------|---------------|------|-------|-------|---------|---------|
| 94 | 7 | 16 | 15 | 5 | 21 | 17 | 13 |

PREMIUM BRAND ZONE



18%

brands has premium brand zone while the figure for prestigious maisons is 100%

VIDEO ACCOUNT



93%

brands have launched their video accounts on WeChat to ride the trend of short video.

MOMENTS ADS

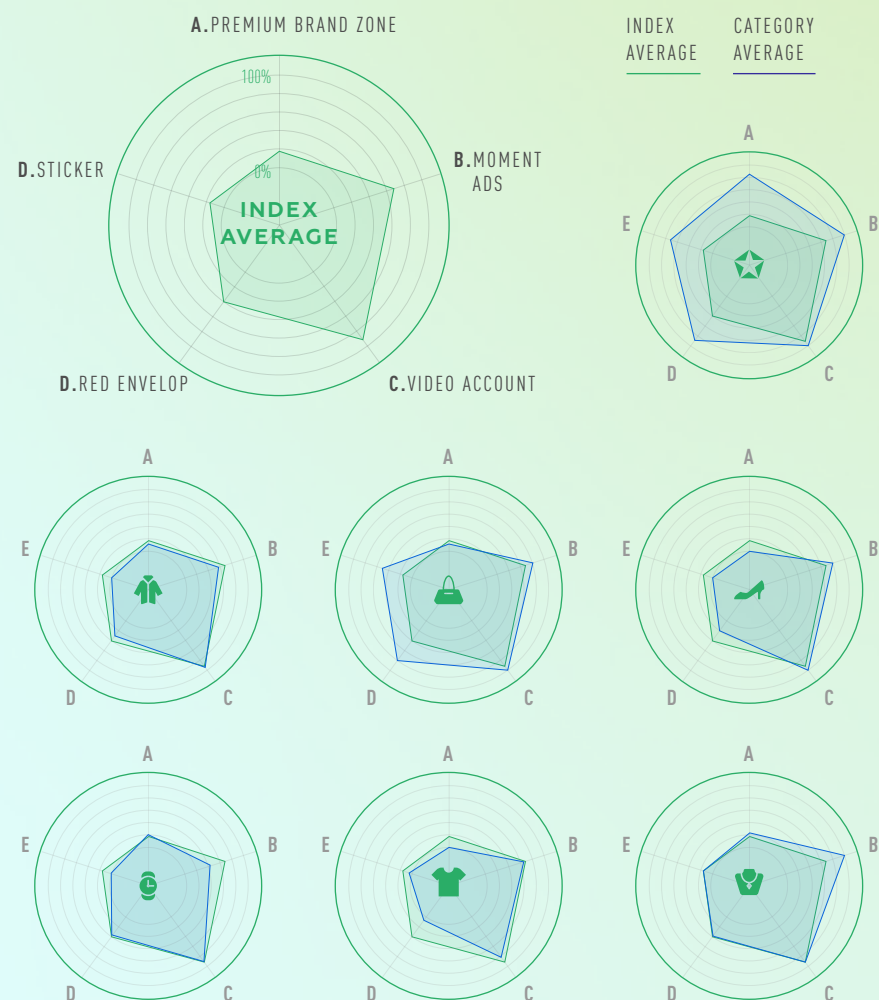
are losing the ground and brands find it increasingly expensive and hard a way to profit.

RED ENVELOPE & STICKERS

always come together with campaigns & special occasions such as CNY, the most typical campaign moments.

EXHIBIT 4: OVERVIEW OF WECHAT ADAPTIONS – BRAND MARKETING

A GLANCE AT BRAND MARKETING ADAPTATION



THE APPROACH OF BRAND ACCOUNT IS EVOLVING TO REAL MAISON

The journey from pure brand education to full house of branding & service

We helped brands to draw development and growth map on WeChat that has the power to showcase where you are right now and how to proceed in the future. For most brands, they follow the pattern below, starting from using brand account as pure education to a full matrix of service and seamless brand online & offline experience.

EXHIBIT 5: GROWTH MAP OF BRAND WECHAT POST

SUBSCRIPTION ACCOUNT OR VIDEO ACCOUNT



Follower base <50K

Show new follower growth, low growth%



Follower base 50~200K

Fast new follower growth; high growth%



Follower base >200K

Brand account drive traffic to EC, follower growth slowdown



Follower base >2M

Main sales channel of EC; Low follower growth

1. SETUP

2. GROWTH

3. ENGAGE

4. RELATIONSHIP

BRANDING

Pure brand education; Contents are mainly based on posts, rather than have engagements with consumers.



MAISON

A mix of branding and services to provide a unique and seamless brand online experiences to brand advocates.

CHECK WHERE YOU ARE & HOW TO PROCEED?

WECHAT | PART 2 SOCIAL COMMERCE

WeChat store enables brands to convert social power into commerce. But in the market, we see a wide array of approaches for developing the store. One fundamental reason is that brands need to build blue sky thinking with no boundaries (vs marketplace). We're trying to find you a norm which the entire industry is following, and hopefully it can give you some idea where's the baseline and how to stand out.

2.3

AVERAGE NUMBER OF
MINI-PROGRAM

80%

HAS SHOPPING FUNCTION
MINI-PROGRAM

30%

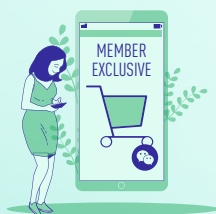
HAS CRM-BASED
MINI-PROGRAM

e.g. Customer-care after-service for
jewelry brands

28%

HAS OMNI-BASED
MINI-PROGRAM

e.g. RSVP, offline appointment,
offline pickup

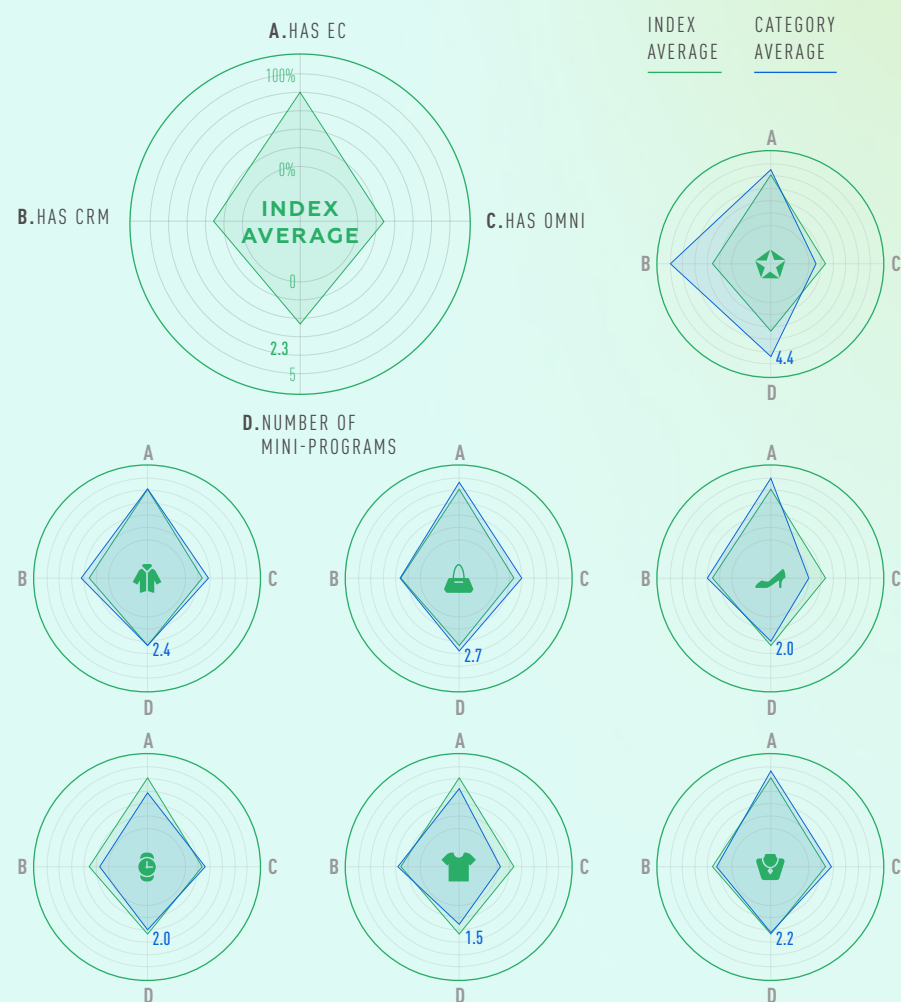


WECHAT STORE IS A **MUST**
FOR CHINA MARKET,
PLS PUT INTO YOUR PLAN

Social commerce starts from a Mini-program with shopping function. In China, 80% luxury and fashion brands already have a program of this kind, which really makes it the must-have item for sales channel setup.

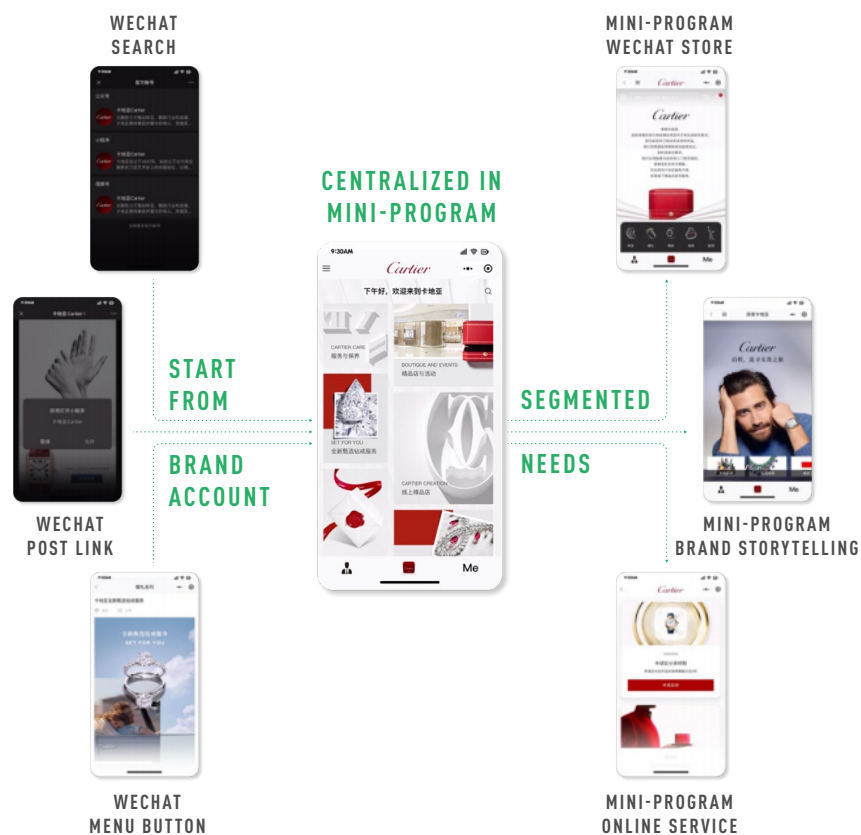
EXHIBIT 6: ADAPTATION OF LUXURY INTO SOCIAL COMMERCE

LUXURY INDUSTRIES



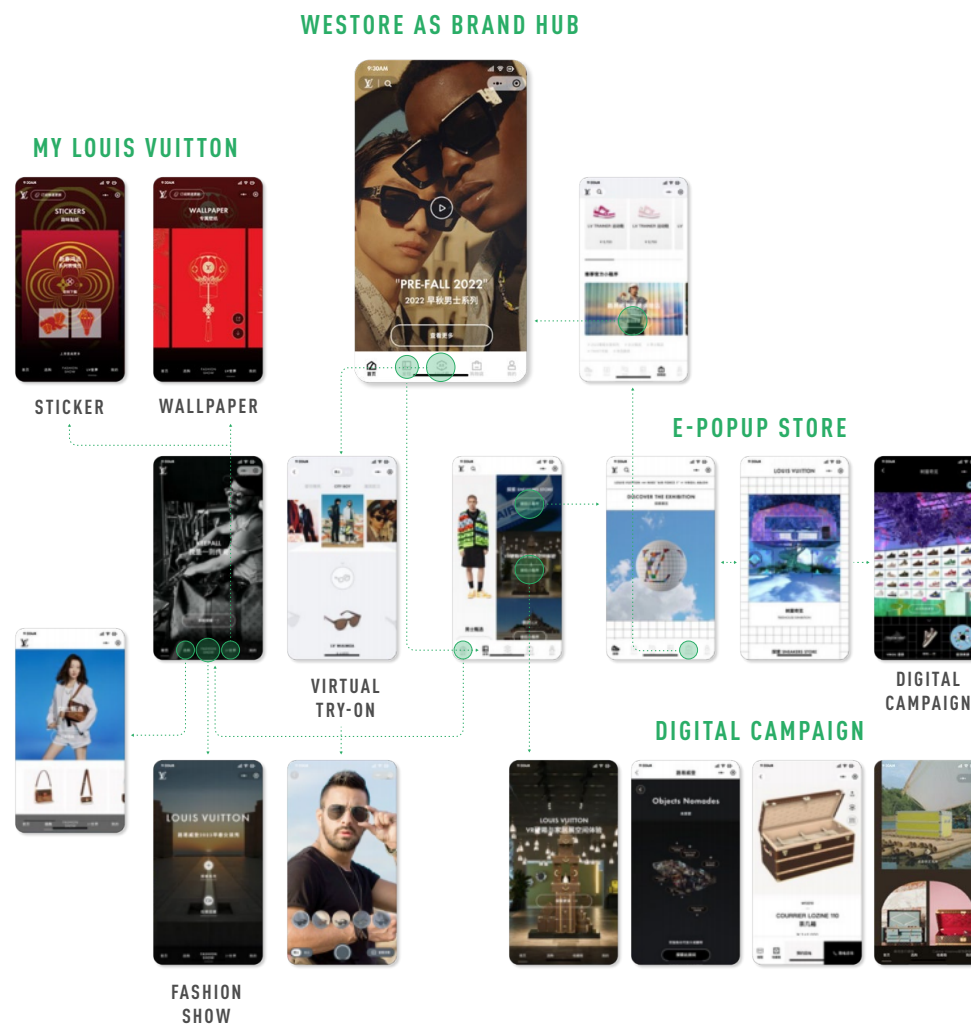
Like Cartier, who has 9 Mini-programs online

TRY TO CREATE A <BRAND HUB> TO CENTRALIZE EVERYTHING



Like Louis Vuitton, who has an all-in-one Mini-program

TRY TO EXTEND MORE <FUNCTION> TO FULFILL DEVELOPING NEEDS



WHAT ARE RIGHT FUNCTIONS FOR EC MINI-PROGRAM?

In order to better understand the current social commerce landscape in the luxury market, we try to provide the following index:

EXHIBIT 7: EC MINI-PROGRAM INDUSTRY FUNCTION CHECK LIST

LUXURY INDUSTRY

| USABILITY | | | |
|-----------|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| | MUST-HAVE FUNCTION | NORM FUNCTION | INNOVATIVE FUNCTION |
| | Navigation | <input type="checkbox"/> Normal Menu | <input type="checkbox"/> Navigation With Pic |
| | Search | <input type="checkbox"/> Search Bar Name | <input type="checkbox"/> Sort by Different Design for New, Loyal, Prospect |
| | Filter | <input type="checkbox"/> Search Bar Hotwords <input type="checkbox"/> Search Bar History <input type="checkbox"/> Search Bar Recommend | <input type="checkbox"/> Sort by Different Design for New, Loyal, Prospect |
| | Checkout | <input type="checkbox"/> Filter & Sort by Series <input type="checkbox"/> Filter & Sort by Price | <input type="checkbox"/> Customization <input type="checkbox"/> Filter by Scene |
| BRANDING | Adaptation to MP | <input type="checkbox"/> Express Checkout <input type="checkbox"/> Support WeChat Address <input type="checkbox"/> Support WeChat Invoice | <input type="checkbox"/> Multi-touch Add to Cart <input type="checkbox"/> Multiple Payment Methods |
| | | <input type="checkbox"/> Link from Official Account Menu | <input type="checkbox"/> MNP in WeChat Post <input type="checkbox"/> Post Bottom Navigation |
| | | | <input type="checkbox"/> Multi-page Direct Link to Checkout |
| | | | <input type="checkbox"/> Link Other MP as Service |
| | | | |
| | | | |

| BRANDING | | | |
|-----------|------------------------------|---------------------------------------------------|------------------------------------------------------------|
| | MUST-HAVE FUNCTION | NORM FUNCTION | INNOVATIVE FUNCTION |
| | Communication Message | <input type="checkbox"/> Brand Campaign Highlight | <input type="checkbox"/> Consistent Campaign Communication |
| | Layout & Format | <input type="checkbox"/> Good Visual Presentation | <input type="checkbox"/> Premium UX |
| | Storytelling | <input type="checkbox"/> Consistent Story on Page | <input type="checkbox"/> Branding Story Page |
| | Assets | <input type="checkbox"/> Celebrity | <input type="checkbox"/> KOL |
| USABILITY | | | <input type="checkbox"/> AR <input type="checkbox"/> VR |
| | | | <input type="checkbox"/> Multi-dimensional Intro |
| | | | <input type="checkbox"/> Content Integration |
| | | | |
| | | | |
| | | | |

EXHIBIT 7: EC MINI-PROGRAM INDUSTRY FUNCTION CHECK LIST (CONTINUED)

LUXURY INDUSTRY

| COMMERCIAL | MUST-HAVE FUNCTION | | | NORM FUNCTION | | INNOVATIVE FUNCTION | |
|------------|-----------------------|-------------------------------------------------------|--|---------------------------------------------|--|---------------------------------------------|--|
| | Campaign & Offer | <input type="checkbox"/> Display & Attractiveness | | <input type="checkbox"/> Exclusive Offer | | <input type="checkbox"/> Exclusive Product | |
| | Product Merchandising | <input type="checkbox"/> Multi-angle | | <input type="checkbox"/> Model | | <input type="checkbox"/> 360° Show | |
| | | <input type="checkbox"/> Detail Picture | | <input type="checkbox"/> Video | | <input type="checkbox"/> Virtual Try-on | |
| | | <input type="checkbox"/> Zoom In and Saved | | | | | |
| | Product Description | <input type="checkbox"/> Color/Composition/Size | | <input type="checkbox"/> After Sales | | <input type="checkbox"/> Online Measurement | |
| | | <input type="checkbox"/> Product Concept/Introduction | | <input type="checkbox"/> Product Care | | <input type="checkbox"/> Product Comparison | |
| | | | | <input type="checkbox"/> Size Guide | | | |
| | Stock Management | <input type="checkbox"/> Stock Arrival Notice | | <input type="checkbox"/> Offline Pickup | | <input type="checkbox"/> Pre-sale | |
| | Product Link Sales | <input type="checkbox"/> Related Suggestion | | <input type="checkbox"/> Wishlist/Favorites | | <input type="checkbox"/> Shop by Look | |

| BRANDING | MUST-HAVE FUNCTION | | NORM FUNCTION | | INNOVATIVE FUNCTION | |
|----------|--------------------|-----------------------------------------------------|-------------------------------------------------------------------------------|--------------------------------------------------------------|------------------------------------------|--|
| | Gifting & Packing | <input type="checkbox"/> Gift Box Packaging Display | <input type="checkbox"/> Voice Gift Card | <input type="checkbox"/> Customization | | |
| | | <input type="checkbox"/> Text Gift Card | | | <input type="checkbox"/> Hidden Price | |
| | Customer Service | <input type="checkbox"/> Telephone Service | <input type="checkbox"/> FAQ | <input type="checkbox"/> 1V1 Service | | |
| | | <input type="checkbox"/> WeChat Customer Service | | | <input type="checkbox"/> Member Benefits | |
| | Omni Channel | <input type="checkbox"/> Store Locator | <input type="checkbox"/> Reserve Store <input type="checkbox"/> RSVP Event | <input type="checkbox"/> Synchronize Online & Offline Orders | | |
| | | | | | | |

SCORE CARD METHODOLOGY

IF THE BRAND
CHECKED

MUST-HAVE FUNCTION

> SCORE 1

MUST-HAVE FUNCTION

NORM FUNCTION

> SCORE 2

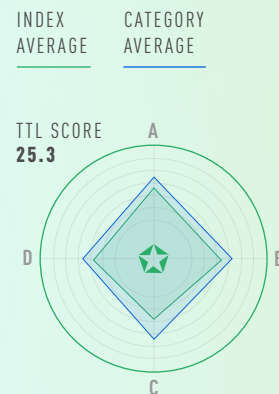
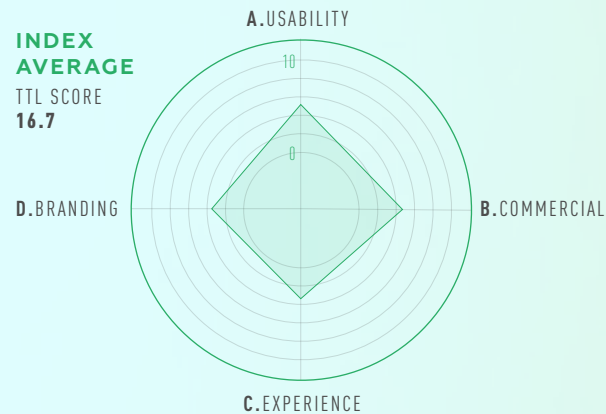
MUST-HAVE FUNCTION

NORM FUNCTION

INNOVATIVE FUNCTION

> SCORE 3

After we scoring all monitored brands, the following page is the market index we get.



PRESTIGIOUS MAISONS : ALL A-CLASS

Most brands in this category do not open stores at marketplace (TMall, JD), which leaves WeChat store the only channel for consumers to shop online. Besides, brands in this group are highly demanding on story telling, brand equity education, and more importantly, service. Therefore, they all fall into A-class for each matrix.

READY TO WEAR : MAKE SURE CONSUMER CAN NAVIGATE THROUGH YOUR OCEAN OF STYLES

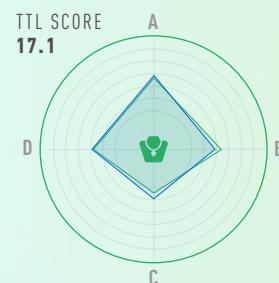
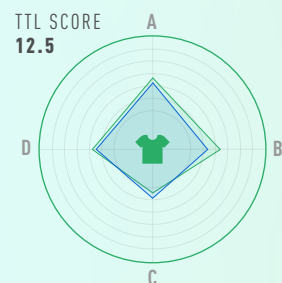
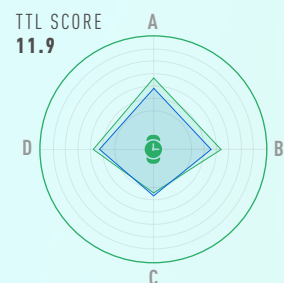
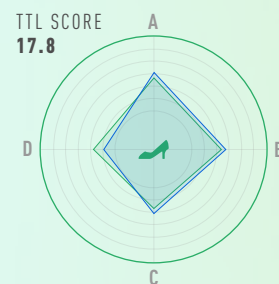
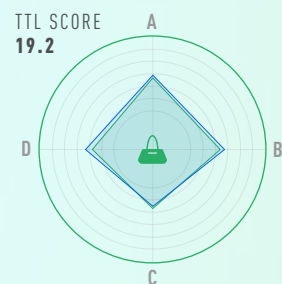
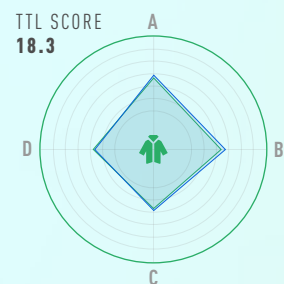
Specialty of Ready-To-Wear is the big volume of styles and sizes, and on top, the frequent of new drops. So it's recognized that brands of this category pay much attention to the usability like navigation, sorting through products or advanced filtering function. Just to make sure people do not get lost when swim in the ocean of styles.

WATCH & JEWELRY : AFTER-SERVICE & LOYALTY ARE THE KING

This category capitalizes experience & service part, as the nature of these category is the journey rightly started after purchase. Product care, repair, and offline appointment, these functions at standing out in this category.

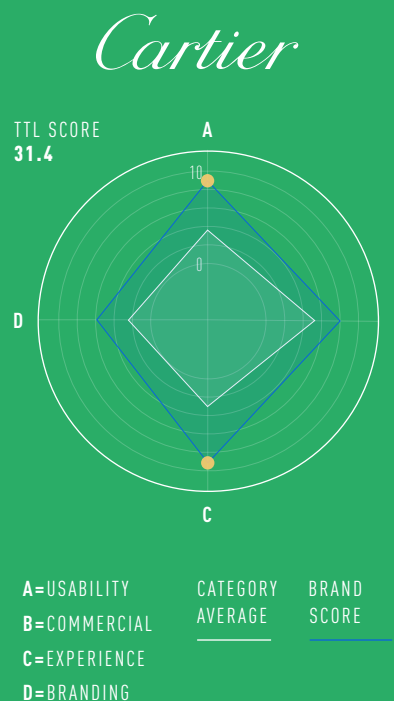
SHOES & BAGS: PAY ATTENTION TO DISPLAY

Shoes & bags spend much time in designing the commerce-oriented functions including how to display the product more attractively, how to describe product information and how to add more colors.



CASE STUDY FOR WATCH & JEWELRY

To provide seamless after-service & to maintain loyalty in watch and jewelry, Cartier stands out among other brands by providing consumer-oriented function in usability and experience.



USABILITY

1 Smart Recommendation Customized Filter

Cartier is dedicated to navigation & filtering design so as to offer consumers visualized and customized recommendation.

EXPERIENCE

2 Gifting & Packing Customization Product

Do you find it trouble to select gifts? Cartier presents a detailed guide on selecting gifts under different scenarios with premium service on packing, customization and delivery to make everything perfect.

3 Virtual Try-on & 360° Show

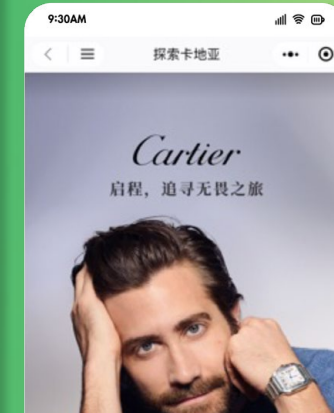
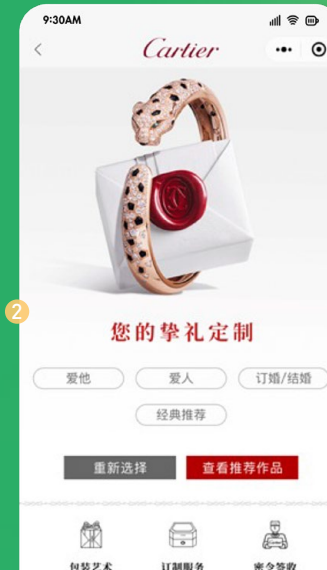
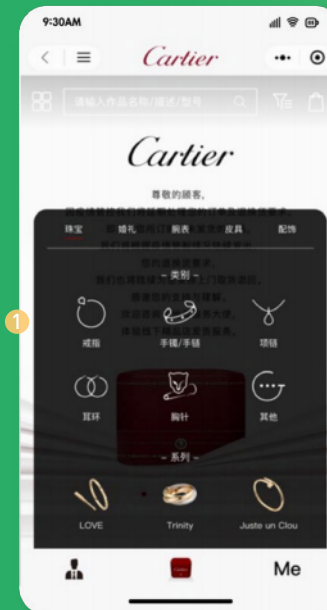
Try-on is the most difficult part of online shopping. Compared with sticker image try on, Cartier provides top level try on experience and 360 show. You can see all details and material reflection.

4 AI Recommendation

For someone not familiar with Cartier, he can easily narrow down to selected product by making some simple choices on graphic.

5 Online Pre-order & Offline Pickup

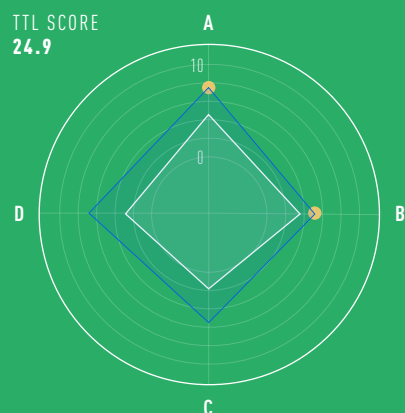
In checkout page consumer could choose delivery-to-home or pick-up offline.



CASE STUDY FOR FASHION

To create more touchpoints under the fierce fashion competition, Ralph Lauren creates a digital hub with omni-channel usability. Ralph is well prepared and thoughtful for consumer demands.

RALPH LAUREN



A=USABILITY
B=COMMERCIAL
C=EXPERIENCE
D=BRANDING

CATEGORY
AVERAGE

BRAND
SCORE

USABILITY

1 New Retail Hub

Consumer can swiftly join offline activities and be connect digitally via miniprogram, engaging in a series of services including coffee shop order, reading group, AI try on, activating reservation and receiving brand introduction.

COMMERCIAL

2 Mid-year Special Offer & Online Exclusive Products

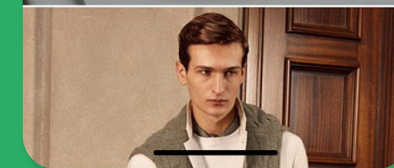
Sales in loud. Ralph Lauren have highlight discount mechanism directly on promotion season with clear and exclusive message through banner and icon.

3 Online Pre-order & Offline Pickup

Apart from the services in new retail hub, Ralph Lauren has omni pre-order and pickup function, striving for a more consumer friendly experience in the digital world.

4 Shop by Look

Vivid mix and match. Ralph Lauren not only has still image lookbook, but also turns assets into animation.

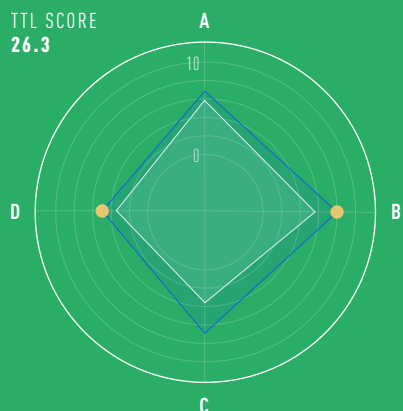


CASE STUDY FOR READY-TO-WEAR

Valentino, the best in class for ready-to-wear, excels in achieving sales through multiple branding engagement and exclusivities.

VALENTINO

TTL SCORE
26.3



A=USABILITY
B=COMMERCIAL
C=EXPERIENCE
D=BRANDING

CATEGORY
AVERAGE

BRAND
SCORE

BRANDING

1 Multi-dimensional Brand Intro & Content Integration

Valentino brand story is a combination of history, editorials and sketches, helping consumer to learn about brand from different dimensions.

COMMERCIAL

2 Exclusive Offer & Products

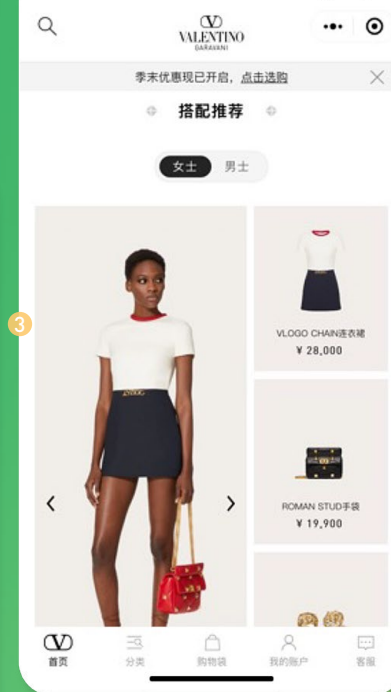
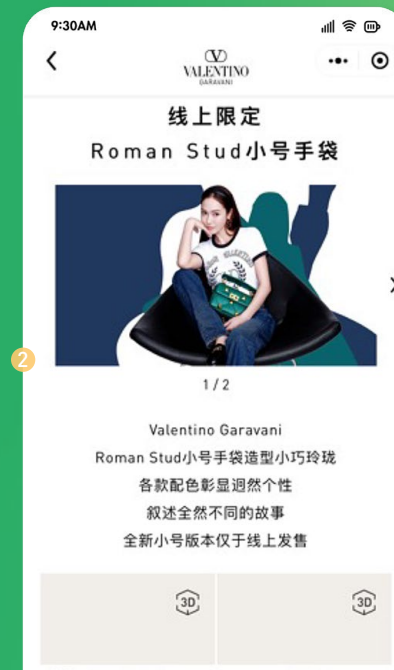
Strong message on online-exclusive products can build up consumer habit to check WeChat store for new product information.

3 Shop by Look

Provide an EC friendly design for consumer and increase click through rate to related product.

4 Customization

More than simple name curving, Valentino provides a fully customization version. You can upload photos and put them on bag along with Valentino logo.

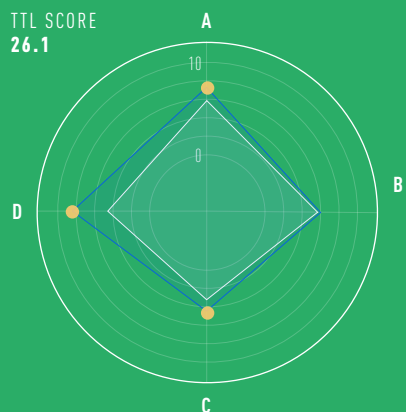


CASE STUDY FOR BAGS

Givenchy is fully adapting brand-own assets and UGC content to meet consumer interest.

GIVENCHY

TTL SCORE
26.1



A=USABILITY
B=COMMERCIAL
C=EXPERIENCE
D=BRANDING

CATEGORY
AVERAGE

BRAND
SCORE

BRANDING

1 Content Hub

On content hub, Givenchy puts brand assets, KOL, SA, UGC consumer content into sales channel, and closes the loop of consumer decision journey.

USABILITY

2 Navigation Sort by Different Design for New, Loyal, Prospect

Locate your needs fast. Rather than brand-product-angle navigation, Givenchy sets up product usage under daily scenes.

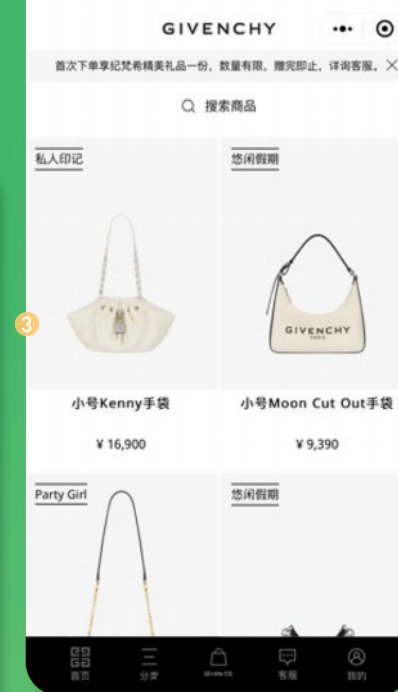
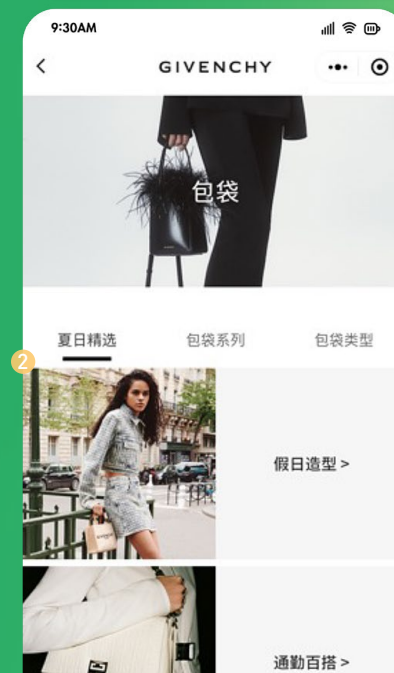
3 Product Hashtag

On PLP part Givenchy also puts hashtag on product to help consumer find their best matches.

EXPERIENCE

4 WeChat Live-streaming

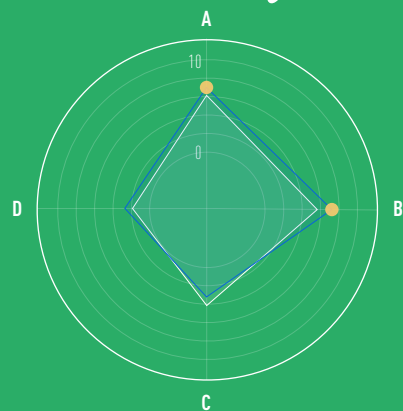
By staging popup live stream on WeChat, Givenchy establishes an easy way for Chinese consumers to watch runway show firsthand.



CASE STUDY FOR SHOES

As sizes and shapes matter a lot in this category, Ferragamo finds its consumers the fittest products in a digital way.

Salvatore Ferragamo



A=USABILITY
B=COMMERCIAL
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CATEGORY
AVERAGE
BRAND
SCORE

USABILITY

① Only Have Stock

You can check the product in stock on WeStore by using filter.

COMMERCIAL

② AR Virtual Try-on

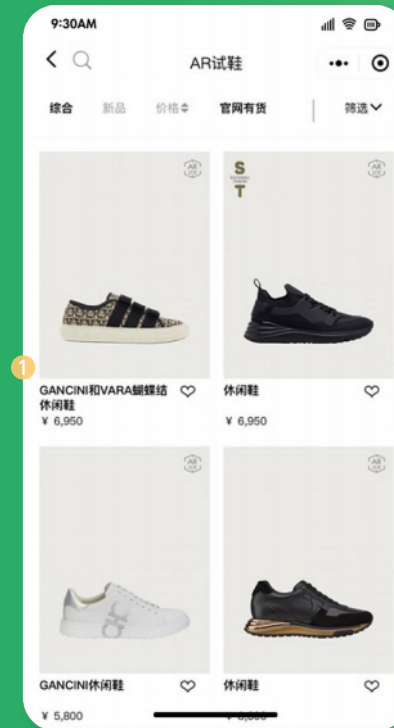
Virtual try on helps consumer to feel the product with simple touches on their phone.

③ Online Pre-order & Offline Pickup

Choosing offline pickup before payment, consumers are offered a omni experience without interrupting their shopping journey.

④ Pre-sale

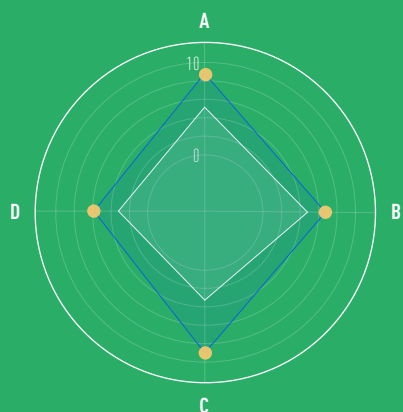
Go with new season launch. Pre-sales enables consumer to book their products directly and to catch instant shopping chances.



CASE STUDY FOR ALL

Gucci is a full basket of brand campaign and products of different categories under a consistent digital maison.

GUCCI



A=USABILITY
B=COMMERCIAL
C=EXPERIENCE
D=BRANDING

CATEGORY
AVERAGE

BRAND
SCORE

USABILITY & BRANDING

1 Brand Center Mini-program

It is an official entrance where you can find all information on westore, collection, campaign, service and events. It stands for brand image and full service.

COMMERCIAL

2 Virtual Try-on

Similar to jewelry and shoes, Gucci uses virtual technology to a wider range of services.

3 Presale Information Reservation

Gucci WeStore has well-designed layers of homepage, with banner to highlight pre-sale information and reservation. Consumer will receive a system message for notice after the order.

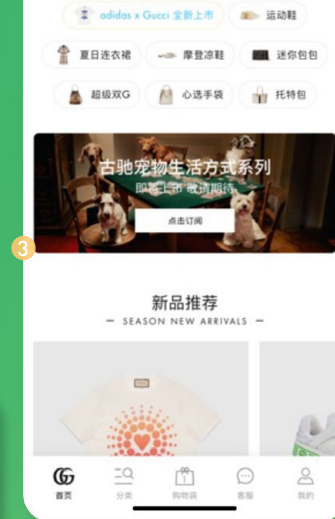
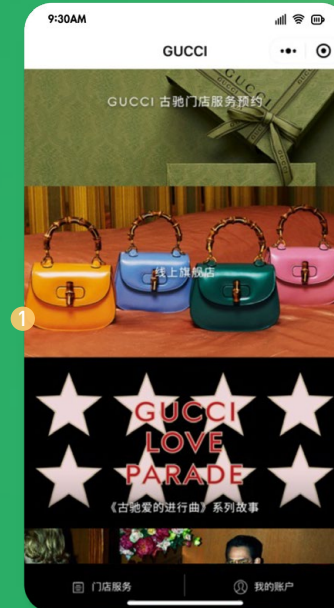
EXPERIENCE

4 Gift Card

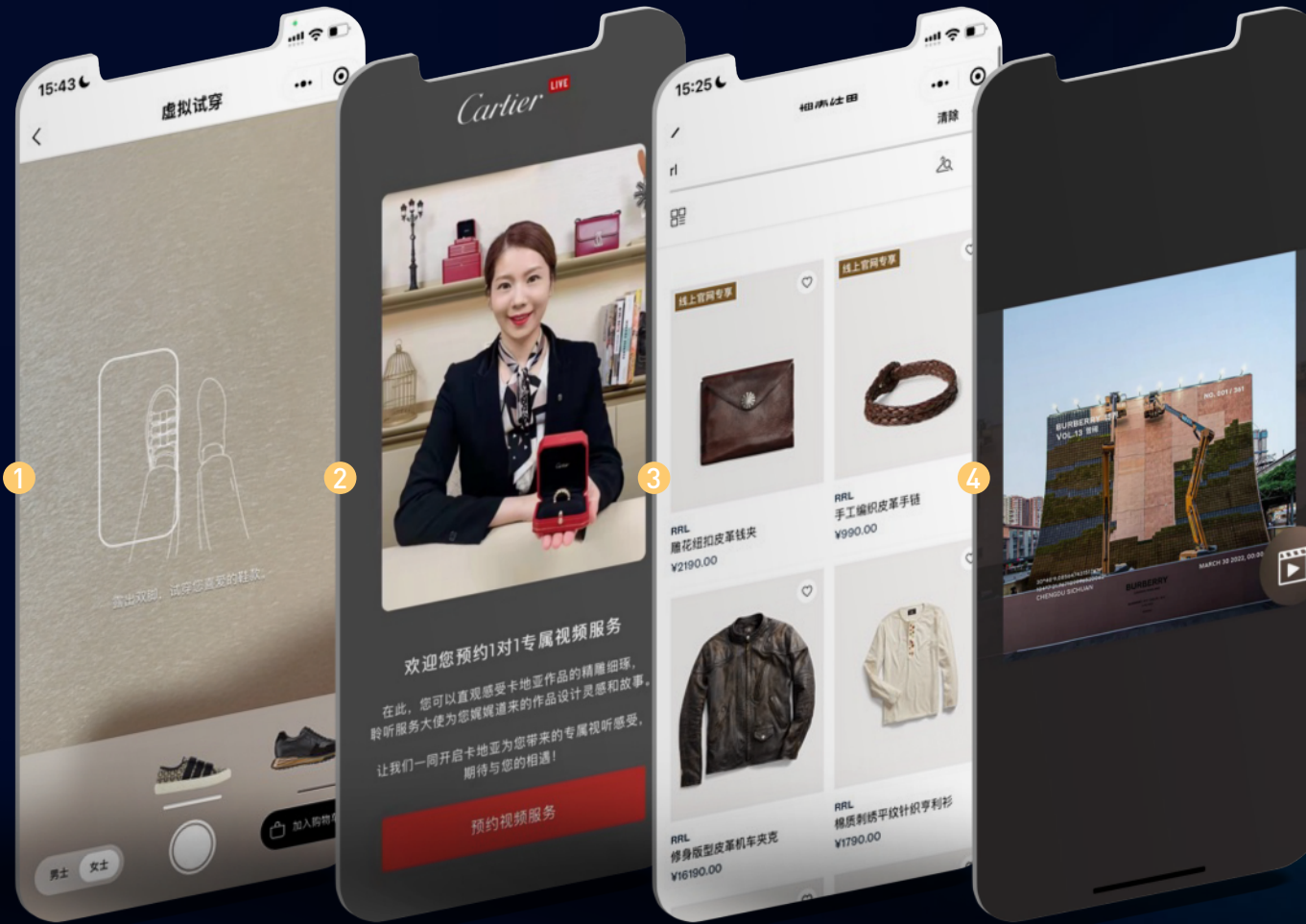
Different from printed gift card, voice card is a special function empowered by uniqueness for gifting needs.

5 1V1 Video Service

1V1 service is a new technology currently used by Gucci, LV and Cartier, providing direct voice and video engagement with consumer. Sharing similarities with live stream, 1V1 provides premium service online and unfolds a new digital way to convert service into sales.



INNOVATIVE FUNCTIONS WE SHOULD NOTICE



Salvatore Ferragamo Case

Cartier Case

Ralph Lauren Case

Burberry Case

1 AR/VR

Augmented Reality & Virtual Reality

AR & VR are more adapted than ever in luxury industry. Not only limited to Jeremy category but extensively use to FTW and bags even.

2 1-ON-1 VIDEO CHAT

Real Time Video Engagement

1-on-1 video chat is the upgraded solution for traditional online customer service. Think about if you can make a 30-min private video chat with well trained boutique sales assistant. How customized service it could be!

3 PRE-ORDER

Order Newest Products On Runway Show

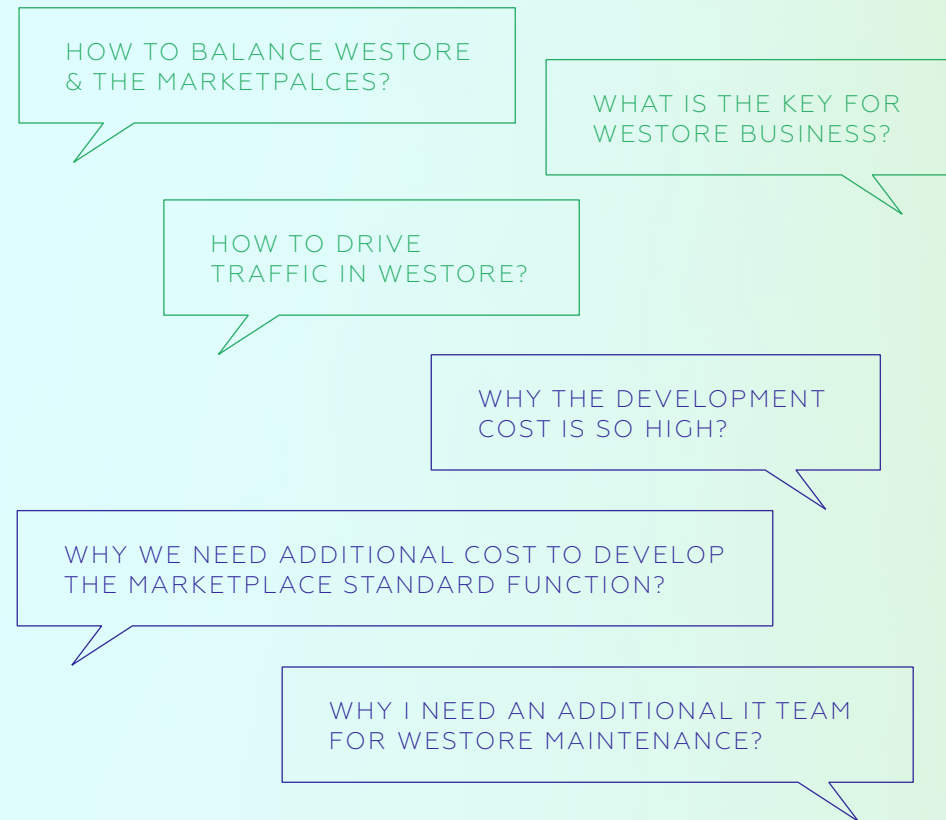
The quick and digital way to collect VIC order. While consumers are watching the new runway or assets for new season. They can directly send their shopping list to SA and reserve their new launch product.

4 NFTs

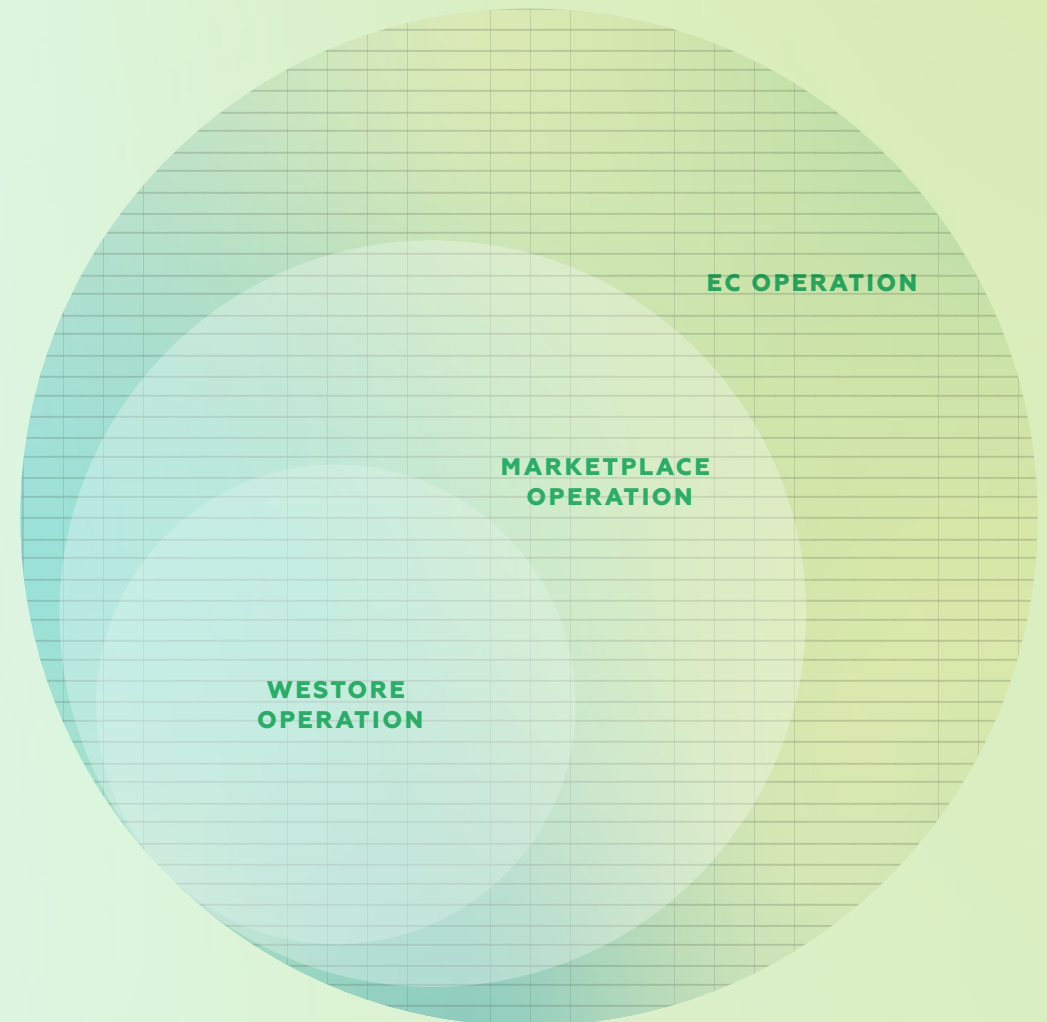
Non-fungible Token

Metaverse is no doubt the hottest topics in this industry. When brands are planning metaverse mega event from global to local, some of them are testing the water by launching NFTs.

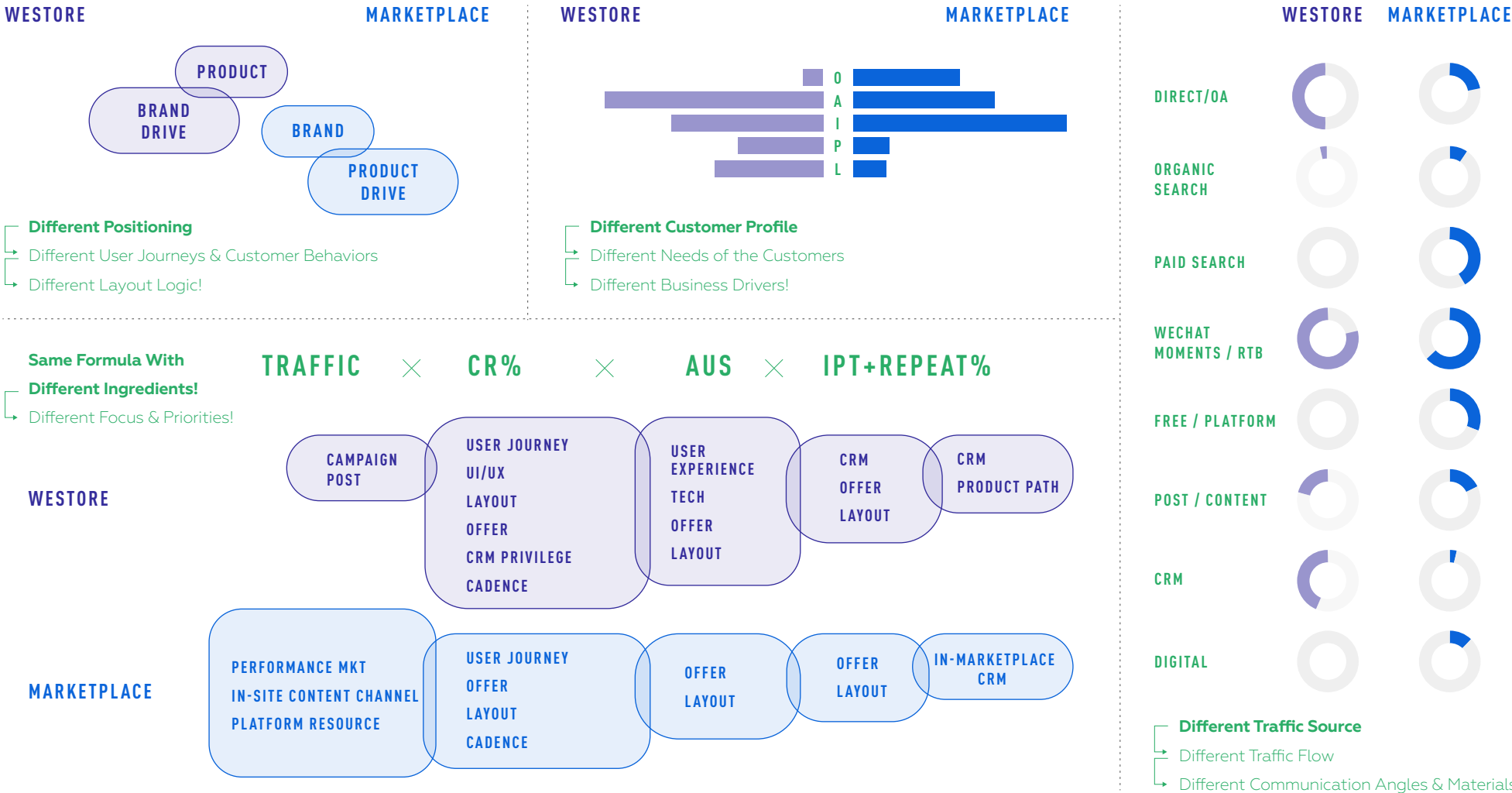
EVEN THOUGH A SITE IS SET UP PROPERLY,
OPERATION IS ANOTHER STORY.
WE RECEIVED THE FOLLOWING PAINPOINTS:



ANY CONFUSION IN YOUR MIND?

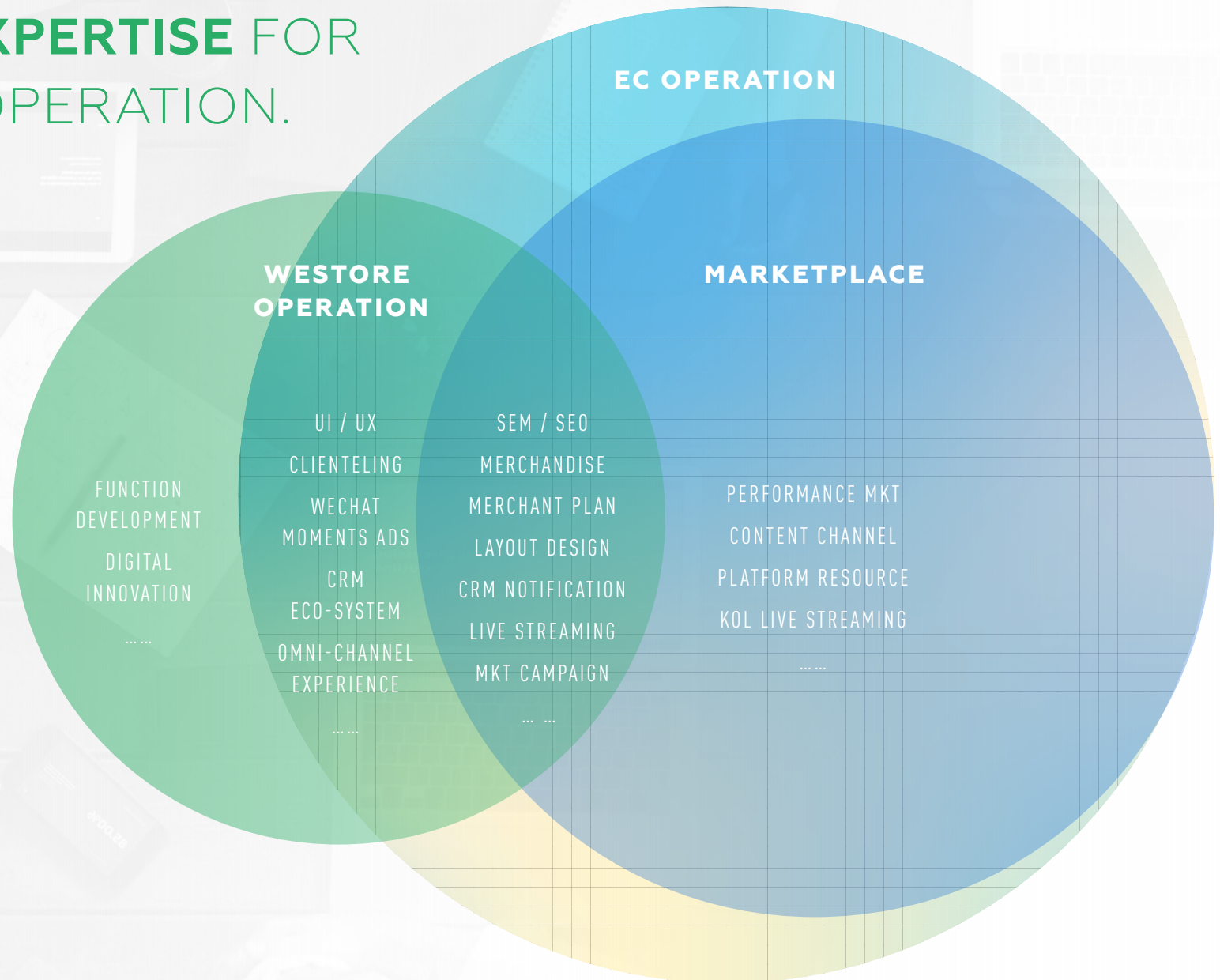


WE HAVE SOLID EXPERIENCE IN DTC OPERATION, AND HERE IS WHAT WE CONCLUDE AS **KEY LEARNINGS** **WESTORE OPERATION VS MARKETPLACE OPERATION**



SELF-OWN PLATFORM
OPERATION IS AN ART.
1UP IS THE **EXPERTISE** FOR
DTC STORE OPERATION.

Contact us for
a tailor-made
proposal
including:



WECHAT | PART 3 WECOM (WECHAT WORK)

EXHIBIT 9: OVERVIEW OF WECOM ADAPTIONS

BRANDS OF DIFFERENT CATEGORIES & POSITIONING ARE QUITE DIFFERENT IN THE USE STAGES AND FUNCTIONS OF WECOM

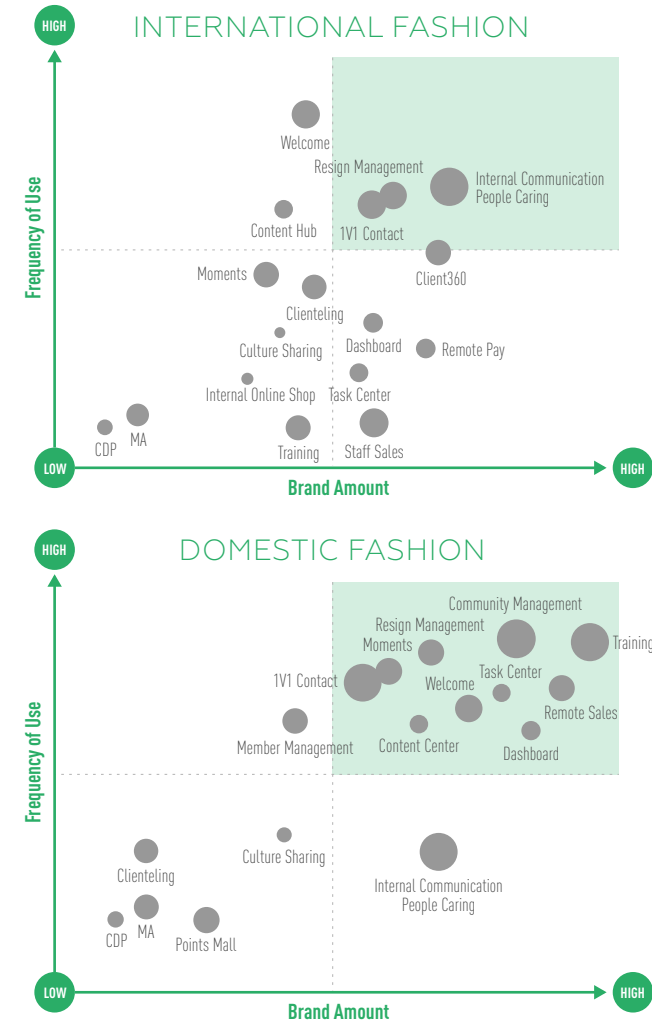


COMMON PRACTICE

Internal Communication / People Caring / Client360 / 1V1 Contact / Resign Management / Remote Pay / Welcome / Content Hub / Staff Sales

CATEGORY UNIQUENESS

Top luxury brands mainly hope to establish better consumer experience and client's journey through Wecom. The application intention in the first step is mainly related to clienteling. The actual use is mainly from the personnel department for internal employee care, daily management and cultural transmission.



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

EMPORIO ARMANI

KENZO
PARIS

LA PERLA



MaxMara

miu miu



BALMAIN
PARIS

DOLCE & GABBANA

BOSS
HUGO BOSS

ALEXANDER
MCQUEEN

MARC JACOBS

Salvatore Ferragamo

JIMMY CHOO

Roger Vivier
PARIS



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 HILFIGER



STUART WEITZMAN

MAISON KITSUNÉ
PARIS

SCOTCH & SODA



ISABEL MARANT

LANVIN

BVLGARI

qeelin

HARRY WINSTON

BOUCHERON
PARIS DEPUIS 1858

Cartier

PIAGET

CHAUMET
PARIS

TIFFANY & CO.

Van Cleef & Arpels

De Beers

PANDORA™



THANKS FOR READING!

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 wants 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 in-house brand. We operate in Shanghai, Hongzhou, and Paris with +100 high-level team members. We're young, passionate & diverse!