

**April 2020****运动休闲品牌 - China**

“运动休闲在过去5年中持续火热，并且毫无热度减退的迹象。尽管领先运动休闲品牌在最近的新冠疫情中受到了经济冲击，但这样的负面影响很有可能是暂时的，因为中国城市居民的健康意识不断加深，并且对全方位运动服装的需求也日渐增强。面临着来自于时尚品牌和奢侈品牌在运动休闲市场的挑战，运动服装品牌在品牌价值、产品设计和专业运动服装上仍保有强大的竞争力。运动品牌在满足消费者对舒适和合身的需求上走在前列。”

— 夏月，研究分析师

**March 2020****Athleisure Brands - China**

“Athleisure has been popular for the past five years, and there is no sign of it falling out of favour. Although leading athleisure brands have seen an economic hit during the recent coronavirus outbreak, the negative impact is likely to be temporary as Chinese urbanites are getting more health-conscious and ...”

**Z世代奢侈品消费 - China**

“在社交媒体，尤其是微信和微博的帮助下，如今绝大多数的Z世代对奢侈品有一个大致的概念，甚至相当一部分人在高中时期或更早就获得了这些认知。尽管相对来说，Z世代是奢侈品世界中的“新手”，并且他们的可支配收入较少，但是他们对于随着收入的增加趋优购买奢侈品的意愿很强烈，并且他们也愿意使用信用卡购买奢侈品。奢侈美容产品和配饰是很好的起点。为了在Z世代中抓住机会并与他们培养长久的关系，品牌应该以更直接且更吸引人和更互动的方式，更好地向Z世代宣传其独特的故事、传承和工艺。”

— 夏月，研究分析师

**February 2020****Luxury for Gen Z - China**

“With the help of social media, especially WeChat and Weibo, the vast majority of Gen Zers now have a general idea about what luxury is, and even quite a few have such knowledge in and before high-school age. Although Gen Z is relatively new to the luxury world and has ...”