

October 2016

奢侈品零售 - China

“虽然增速不如以前，但奢侈品市场已回暖，消费者对奢侈品牌的态度也发生改变。消费者越来越重视体验而非产品本身，其喜好各不相同，所选择的品牌更加多样。为适应消费者的多极分化，奢侈品零售商必需更加了解其潜在和现有的客户群体，调整品牌为满足消费者不断变化的需求。这还意味着调整零售渠道以适应消费者到国外和网上购买奢侈品的习惯。市场未来增势应该依然强劲，但竞争将加剧，导致品牌更加难赢得消费者的芳心。”

September 2016

Luxury Retailing - China

“Consumer attitudes to luxury brands have changed recently as the market has recovered growth, if at a slower pace than before. Attitudes are increasingly focused on experiences rather than only things, and increasingly diverse consumers are choosing from a much wider range of brands. Luxury retailers have to adapt to ...

August 2016

零售：从线上到线下 - China

“在线零售市场增速逐渐放缓，竞争日益激烈，线上市场日益整合线下零售市场以期共同发展。零售市场的全新概念融合线上和线下，并要求市场重新定义实体店所扮演的角色，并同时融入更多的科技色彩。随着零售商开始寻求线上到线下的协同效应，白热化的竞争带来多元化商业合并和跨品类投资的产生。这也促使品牌投其所好推出更优质的产品和高附加值服务。”

July 2016

Online to Offline Retailing - China

“The online retail market is slowing, becoming more competitive and has to become more integrated with offline retailing. Retailing has to include a combination of both, requiring redefining what the role of physical stores should be and using more mobile technology. Rising competition is already driving mergers and cross-investment deals ...