

## December 2020

### 奢华配饰 - China

“奢侈品配饰越来越多地为消费者所接受，逐渐成为日常穿搭的一种形式。对奢侈品牌而言，国内市场已成为相当重要的市场，中国消费者对电商的接受度高，意味着奢侈品牌需重新思考在中国市场的战略。人们对于审美和可持续发展愈发强烈的认知，带来了更多对于产品创新和营销组合的关注。消费者希望物品的吸引力和价值更持久，因此，新冠疫情之后，他们对高级珠宝手表的兴趣有所攀升。”

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### Luxury Accessories - China

“Luxury accessories are increasingly more accepted by consumers and gradually becoming a form of daily wear. The domestic market has become a more important market for luxury brands and Chinese consumers' high acceptance of e-commerce means luxury brands need to re-think their strategy in China. Increasing awareness of aesthetics and ...