

September 2021**时尚意见领袖 - China**

“在做购买决定时，时尚意见领袖对消费者而言越来越重要。随着社交媒体的蓬勃发展，时尚KOL不断采用新方式与消费者建立联系。从纯图片文字到短视频和直播，从微博和小红书到抖音和哔哩哔哩，内容和形式不断变化。然而，无论形式如何变化，消费者一直希望看见更真实和专业的分享和能深深触动他们并为他们发声的内容。能抓住消费者兴趣点、创作鲜明对比意见并引领深度讨论的时尚KOL在未来会越来越受欢迎。”

— 董文慧，研究分析师

August 2021**Fashion Influencers - China**

“Fashion influencers have been increasingly important for consumers when making purchase decisions. With the vigorous development of social media, fashion KOLs keep adapting new ways to connect with consumers. From pictures and text to short videos and livestreaming, through Weibo and Xiaohongshu to Douyin and Bilibili, the content and format ...