

# WHAT'S 'HOT' AND TRENDY AMONG YOUNG CHINESE CONSUMERS

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Ice sport enthusiasts, China-element fashionistas, suburban campers, city explorers and health-conscious foodies with environmental awareness! That's how China's younger generation is portrayed in an oven-fresh, steamy-hot report on 10 lifestyle trends by Xiaohongshu, the social media and e-commerce giant, also known as Little Red Book, that boasts more than 300 million users, 70 percent of them born after 1990.

## Ice and Snow

WITH the Beijing Winter Olympics in full swing, the ice craze is hot with young people. The report shows that searches for "ski tutorial" have doubled on Xiaohongshu, followed by click hunts for "how to choose ski equipment," "photo tips in the snow," and "places to ski in China."

These interest topics are not social media hype. The exclusive snow sport of skiing is broadening its base from the country's elite to the wider middle class. And it has struck a huge nerve among luxury fashion brands that are accelerating their China strategy.

Snowboarding lifestyle brands from California's VOLCOM and Sweden's mountaineering equipment provider Klettermusen to Swiss century-old outdoor

sport brand Mammut have recently opened their first China stores.

Last November, Japanese ski apparel maker Descente released its new collection at Genting Ski Resort, a Beijing 2022 Olympics competition zone. Other brands such as Louis Vuitton, Prada, Dior, Burberry, Fendi and Miu Miu have all launched their ski series in China to attract young, fashion-aware people.

**Skiers participate in a training session at Yabuli Ski Resort in Harbin, northeast China's Heilongjiang Province, in January. The unparalleled enthusiasm ignited by the 2022 Winter Olympics has triggered the rapid development of China's ice and snow industry.**

## New Chinese Style

IN the fashion field, "New Chinese style" has taken up the baton from last year's "Chinese nostalgic" trend, gradually turning from the simple mix of Chinese elements to a more complicated design language. In the second half of last year, the shares of "New Chinese Style" on Xiaohongshu grew by 26 times, strong proof of the popularity of this fashion fad among the young generation.

Designer brands such as MS MIN, Samuel Gui Yang and YUEQI QI are the pioneers integrating Chinese style with high fashion into daily life. From cutting and coloring to stitching and material selection, it's more than simply a paste-up of Chinese elements.

At the same time, the Han-style clothing trend is still in full swing, partly because of rising patriotism in recent years. "It does not mean going back to the ancient times of wearing long robes," said Wang

Shuyang, co-founder of Han-style fashion brand Qian Xiao Qiu.

"By using modern design, Han clothes can be worn in everyday life and the culture behind the fabrics can be learned and conveyed."

The lifestyle trends on Xiaohongshu might be revealing the many tangled and complicated aspects of the China market, but it's surely a weather vane to help brands tap into the emerging force of the country's young consumers.



"New Chinese Style" trend on Xiaohongshu