

North Chinese traditional garment becomes popular among young people for its practicality. — Ti Gong



billion yuan. The bulk of down coats cost less than 1,000 yuan.

"It's still difficult to convince myself to spend more than 5,000 yuan on down jackets, and local brands need to assure shoppers with long-term demonstrations of their quality and design qualities," Albert Yu said on the social media site Xiaohongshu.

Nonetheless, the market offers plenty of room for expansion, with new goods from both established and emerging brands trying to carve out a niche market by responding to shifting demands.

Bosideng, China's largest down-clothing manufacturer, reported a strong revenue and earnings jump in the six months to September, owing to strong sales from high-end and mid-priced brands.

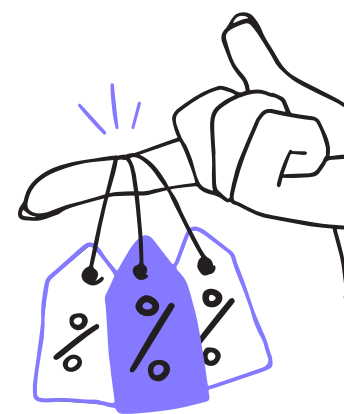
It has gone beyond simply promoting functionality and anticipates stronger emotional connections with customers for its value offer.

The latest co-brand series with Chinese sculptor and artist Ren Zhe demonstrates the company's attempts to exploit local cultural heritage elements, such as the Chinese symbols of wisdom and hope associated with the dragon pattern.

The design patterns also mix the zodiac sign with the auspicious red color and dragon totems, allowing consumers



The latest Bosideng down jacket designs blend the zodiac sign and the lucky red hue for the upcoming Chinese Year of Dragon.



to unleash their creativity even further.

Customers are more conscious of not only the price tags but also the amount of down fill inside a jacket, as well as technical terms like fill power, which assesses the fluffiness and quality of a down product.

They compare quality, design aspects, and warm-keeping functions.

The technical terms are significant, but not everyone enjoys ice and snow activities, and for most urban commuters, versatility and style are important.

Many winter jacket vendors also provide advice for warm-keeping functions

in different regions of China, as the temperature varies greatly in different parts of the nation throughout the winter.

Lucy Lu, a Shanghai fashion columnist, argues that winter jackets should allow for more diverse style than merely keeping warm.

"In recent years, many designers are already pouring efforts to combine the function of staying warm as well as fashion and style features," she said.

She commended the adaptable and lightweight characteristic of the down jacket from a local brand, which allows

her to move freely when commuting and working, allowing a working mother like her to readily adjust in different situations.

"For example, it's completely acceptable to wear a down parka jacket to meet with business partners as well as a leisurely stroll around the neighborhood without feeling too clumsy," she explained.

Fashion crazes, whether low-cost or high-priced, come and go in an instant, and only those that target certain customer pursuits are expected to acquire buyers' recognition in the long run.