CHINA RULES.

What the World’s Most Demanding Luxury Market Wants from Brands
Chinese luxury consumers are exposed to around four to five touch points during the discovery and research phase – and over 60 percent of these touch points are digital. However, when it comes to purchasing, only 12 percent of them take place on digital platforms.

WeChat Luxury Index 2019 Part 2, DLG (Digital Luxury Group) and JINGdigital
RED has effectively replaced search engines as users browse product reviews and comments, and TikTok provides entertainment with short videos on infinity-scroll.

*Luxury Society Keynote 2019 in Shanghai, Panel: New Platforms and How to Play*
...Not partnering with platforms means you actually lose control of how your brand is represented as that power is ceded to third party sellers.

Business of Fashion, 2019 Case Study: How Dior Plugged into Digital China
“Setting up an e-commerce presence on marketplaces like Tmall – which is visited on an average of 20 times per week by Gen Z consumers – presents a huge opportunity for companies in driving sales and strengthen their brand equity.

Luxury Society China Briefing 2019 in Paris, Tmall Luxury on How Localized Content Drives Sales
Unlike in Western societies where e-commerce platforms tend to directly feed customer acquisition and sales, Chinese e-commerce platforms serve a spectrum of purposes – from raising awareness, to engaging and acquiring customers.
In the first half of 2019, QR codes recruited over 36.1% of followers, which makes it the top recruitment channel. It even surpasses Search (25.6%), which is directly driven by brand equity.

WeChat Luxury Index 2019 Part 2, DLG (Digital Luxury Group) and JINGdigital
DLG. (Digital Luxury Group)

- STRATEGIC
  Impactful digital strategies
- INNOVATIVE
  Technologically adept
- CREATIVE
  Inspiring designs
- SAVOIR-FAIRE
  Luxury industry experts
DLG (Digital Luxury Group) is the digital partner of forward-thinking luxury brands. With offices in New York, Geneva and Shanghai, DLG blends luxury savoir-faire, industry insights, and digital expertise to provide end-to-end services ranging from digital marketing and communication, to e-commerce and CRM.

INTERESTED IN LEARNING MORE?
Connect with me for more insights on digital marketing strategies and how to better engage your audiences, including our full 2019 WeChat Luxury Index Report releasing end of February 2020.

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