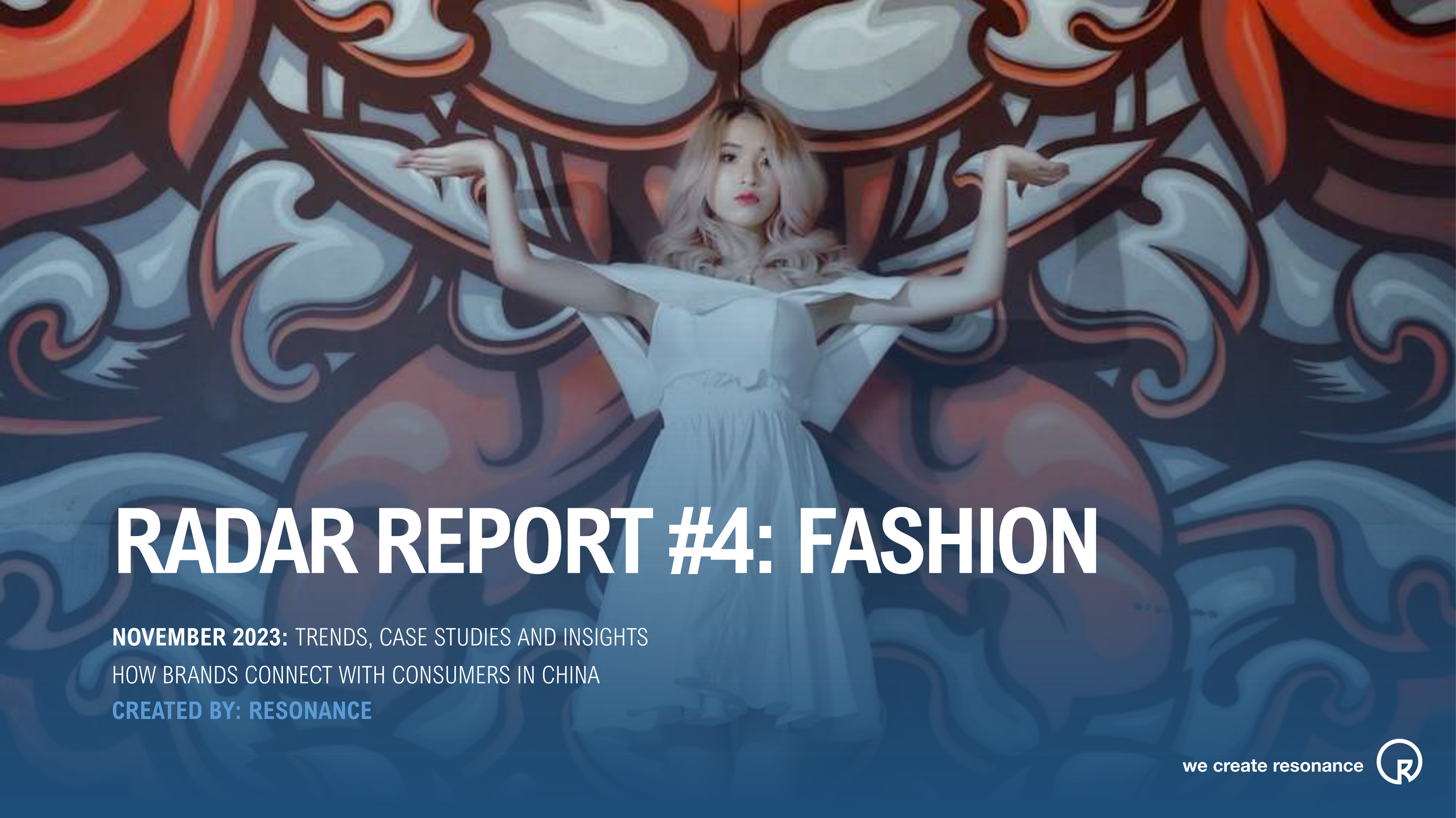

RADAR REPORT #4: FASHION

NOVEMBER 2023: TRENDS, CASE STUDIES AND INSIGHTS

HOW BRANDS CONNECT WITH CONSUMERS IN CHINA

CREATED BY: RESONANCE

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resonance radar

The “resonance radar report” is a monthly report we distribute to clients, partners, and industry peers. It’s a useful way to see the latest, most interesting brand and platform strategies. This format allows readers to see new trends as they develop, one case study at a time. The report is free, to subscribe, please email your request

Radar Report Reviewed Brands/Platforms

Fashion Week		ACTIVITY
P7	LUXURY BRANDS	What Breakthroughs does China's Unique Celebrity Influencial Trend Bring to Luxury Brands
P8	RED	How to Use Digital Communities to Create an Inclusive Dialogue Space for Fashion Industry
P9	TMALL LUXURY	How to Create Scarce Luxury 'Social Currency' for Young People Through Advanced EC Ecosystems

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Radar Report Reviewed Brands

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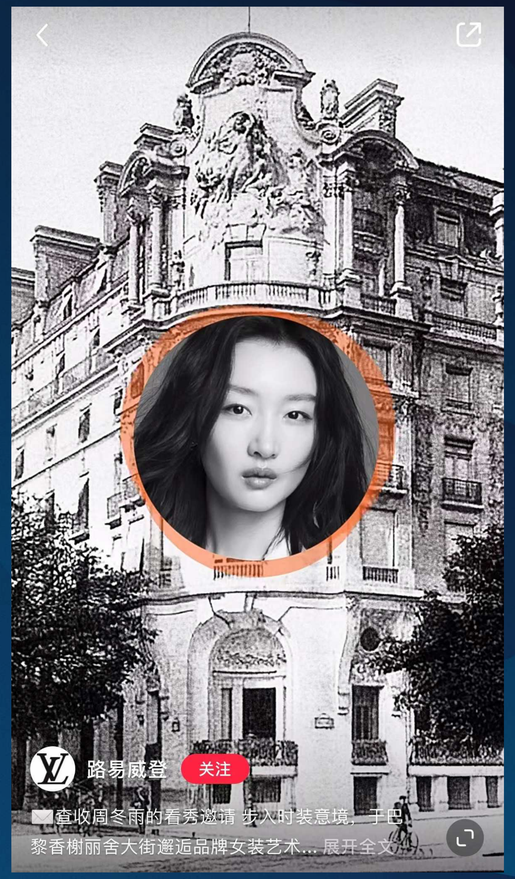
Trends Fashion Week

Rising Impact: Chinese Celebrities Transform International Fashion Weeks

After Loewe announced its first global brand ambassador from China, Yang Mi, achieved astonishing sales breakthroughs, with many identical collections selling out



LV combined global assets with voice announcements of brand ambassador from China to enrich the Fashion Week invitation social assets

Mugler, as a unique and extravagant niche brand, expanded its presence and influence at Fashion Week by having fashion KOLs interpret its distinct and avant-garde style, creating a buzz around the brand

Chinese celebrities are gaining unprecedented influence at international Fashion Weeks, thanks to the mature social media ecosystem in China. Celebrity marketing in this context sparks discussions, generates exposure, and leads to tangible sales conversions.

- Loewe partnered with China's 'endorsement queen' Yang Mi, creating a buzz in China when she was announced as the global brand ambassador. LV incorporated global assets, using a voiceover by brand ambassador Zhou Dongyu for a distinctive fashion show invitation. Mugler capitalized on the momentum of RED, collaborating with KOLs whose tonality aligned with the brand, resonating well with the audience and enhancing Mugler's digital footprint.

- Beyond brand benefits, celebrity marketing in China explores consumer potential, with user engagement at its core. Luxury brands leveraging celebrity partnerships in China tap into not just a cultural phenomenon but also unleash consumption potential. These collaborations serve as a bridge between fashion, entertainment, and social engagement, creating an ecosystem where brands thrive amidst the buzz generated by celebrity alliances.

RED Fashion Week Group Chat: Revolutionizing Fashion Discourse for Brands and Consumers

Created "RED Fashion Week Group Chat" IP to provide a unique discussion space, making brands better penetrate Chinese market and communicate with local users

Olivier Rousteing, the creative director from BALMAIN, officially corporated with RED and created an open approach with Chinese social media users

The "RED Fashion Week Group Chat" IP generated widespread discussion, fostered a sense of belonging, providing abundant resources and marketing assets

The "RED Fashion Week Group Chat" revolutionized Fashion Week discussions by bringing together industry experts, celebrities, and brands, fostering diverse perspectives and creating a unique space for professional dialogue. Unlike traditional communication channels, RED provided a democratic platform, breaking barriers and inviting luxury giants like LVMH and Kering to showcase live runway shows within the chat.

- This shift led to a significant increase in consumer interaction for brands, establishing genuine dialogues that boosted brand loyalty and trust. The emphasis on localized narratives further strengthened the sense of community and belonging.
- The collaborative content matrix reflects the decade-long democratization trend in the fashion industry. Luxury brands adapting to the digital wave and relinquishing discourse power to consumers on platforms like social media have become crucial steps for effective communication and localization.

Tmall Super Fashion Week: Breaking Barriers and Boosting Sales

Tmall partnered with brands like MAX MARA and Stella McCartney to launch a digital fashion show thru "Tmall Super Fashion Week". Allowed users to get exclusive invitations by scanning QR codes, meet the demand for increased user participation in Fashion Week

"Tmall Super Fashion Week" allowed users to order new products during live shows through EC services, which is an innovative activity to promote sales of luxury brands, expand brands exposure and business growth

Tmall Luxury's "Tmall Super Fashion Week" campaign during Fashion Week introduced a novel approach: exclusive fashion show invitations accessible through a simple Tmall search. This initiative aimed to break traditional spatial and identity barriers in Fashion Week, particularly addressing the social and identity needs of young users.

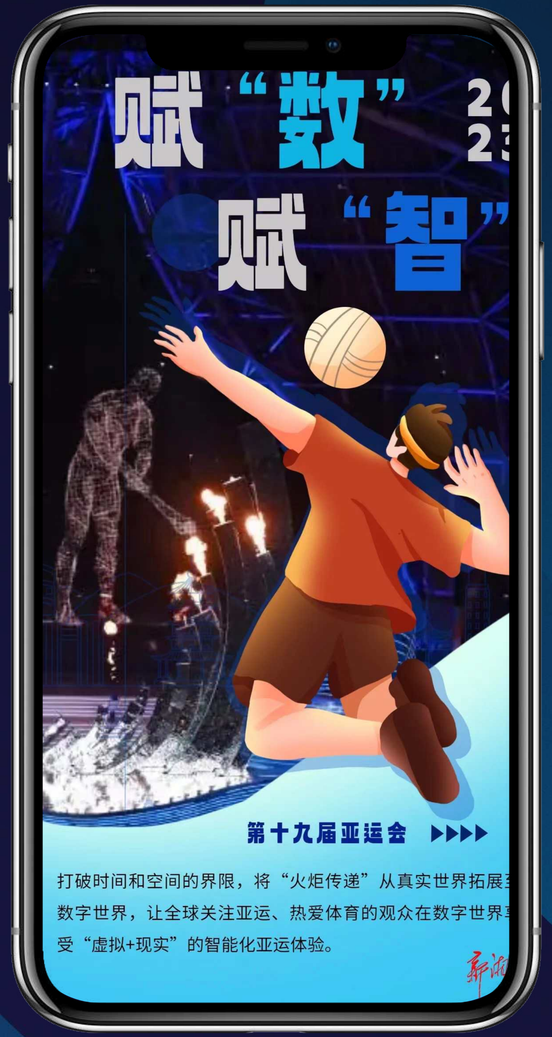
- In the competitive landscape of China's luxury market, fashion shows are evolving beyond mere awareness. The focus now is on translating this recognition into sales and cultivating valuable "social currency" for consumers.
- Utilizing Tmall's advanced e-commerce services, users could conveniently place orders for new Fashion Week products during live shows, transforming the fashion show experience.
- By democratizing access, Tmall Luxury aimed to satisfy the social and identity needs of consumers, guiding luxury brands toward a more youthful, accessible, and potentially lucrative market. The increased visibility and accessible appeal were expected to contribute to higher sales for the brands, signifying a shift from mere recognition to revenue generation.

Global Ambassadors to Digital Pioneers: How Brands Are Making Waves During Fashion Week

CATEGORY	BRANDS	INSIGHT
BRANDS	LOEWE	The announcement of the first Chinese global ambassador generated considerable buzz and influence for brands during Fashion Week. Despite its controversial nature, the move sparked significant attention. Celebrity marketing remains a crucial strategy for luxury brands looking to connect with local audiences.
	LOUIS VUITTON	Enriching communication assets during Fashion Weeks through celebrity collaborations is a sound strategy. Broaden the reach of Fashion Weeks by integrating content familiar to local users on social media platforms.
	MUGLER	For fashion brands with unique styles, opting for KOL (Key Opinion Leader) marketing is an excellent choice to amplify their brand narrative influence. This approach not only captures followers' attention but also strengthens the overall brand impression.
PLATFORMS	RED	RED dismantled information gap barriers in the fashion industry by establishing an inclusive platform for Fashion Week discussions within its community ecosystem. This highlights the sophisticated social media landscape in the Chinese market, underlining the imperative for luxury brands to actively connect with local consumers. Furthermore, RED's digital collaborations with luxury conglomerates provide genuine interpretations of runway perspectives, symbolizing the evolution of the Fashion Week content marketing matrix.
	TMALL LUXURY	TMALL LUXURY has introduced a digital Fashion Week approach, pioneering a strategy for luxury brands to connect with the local youth demographic. Unlike traditional runway live streams, TMALL LUXURY tailors exclusive Fashion Week invitations for young individuals, aligning with their desire for active participation in the fashion scene. With officially authorized collaborations, users can seamlessly place orders for products during the shows, transforming Fashion Week's impact from mere brand awareness to tangible consumer conversion.

Trends Sports Marketing

Sports Marketing Trends: AR, VR, and AI: The Driving Forces Behind Asian Games' Success



INCREASE DIGITAL CHANNELS

China's robust internet growth enhanced the Asian Games viewing experience with seamless live streaming, short videos, and social media integration. The increased interactivity transformed passive spectators into active participants, elevating engagement and positioning the Asian Games as a notable success in this year's sports marketing landscape.

AR, VR, AI

Advanced technologies, including AR, VR, autonomous driving, and virtual avatars, have become integral to the communication strategies of sports events. Breakthroughs in AI and digitalization are enhancing interactive experiences for users, underscoring the maturity and widespread adoption of intelligent technology in China.

HUMANISTIC MARKETING

Amidst the surge in technical investments for Asian Games marketing, humanistic marketing perspectives are also emerging. Content marketing, intricately linked to Asian Games events, sportsmanship, and national emotions, proves to be a potent tool for brands. It facilitates profound communication, serves as a catalyst for generating interest and emotional resonance, and contributes to the transition of brand traffic growth.

Digital Evolution: AR Redefining User Interaction in Sports Marketing

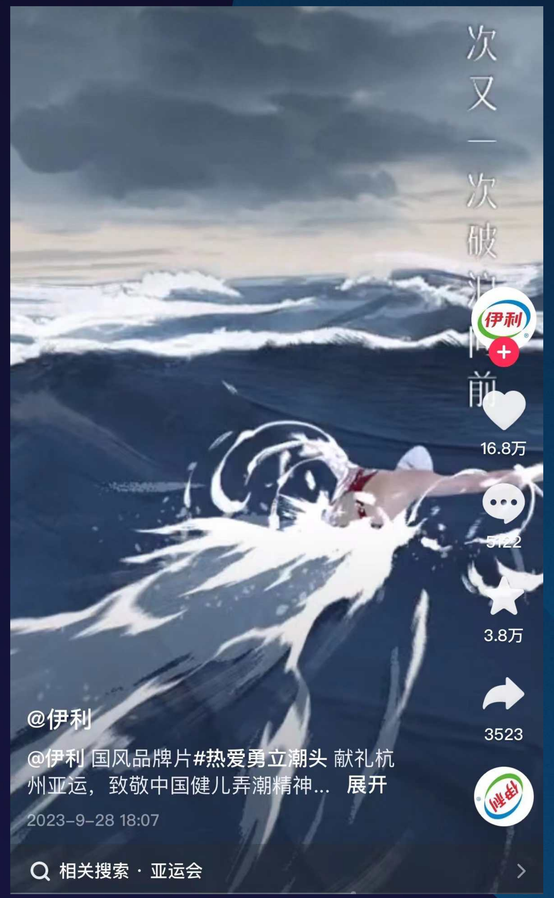
China Mobile Migu created digital brand mascots and utilized AR technology during Asian Games spectator providing brands with unique display opportunities, transforming users' conventional spectator experience

Among offline ads across Hangzhou city, Taobao integrated AR technology, urging users to open Taobao app and scan Asian Games mascot to receive various coupons as incentives. Significantly increased Taobao's penetration and click-through rates

In a groundbreaking exploration of digital evolution, brands and platforms participating in the Asian Games harnessed the potential of AR technology, propelling sports marketing into a new era of engagement and exposure. AR redefined sports marketing by merging digital visual effects, user interaction and immersive experiences

- China Mobile's Migu pioneered the creation of digital brand personas using AR, create digital personas for partner brands, infusing traditional brands with youthful appeal. Through these presentations to audience, significantly elevated exposure of brands in sports marketing.
- Taobao applied AR technology to enhance interaction with users, encouraged them to scan offline mascot everywhere to get coupons, boosted both platform's traffic and provided users with a channel from offline to online.
- By intertwining AR technology with sports marketing, brands achieved unprecedented exposure, captivating the audience with interactive and visually appealing content. The interactive nature of AR-based campaigns spurred heightened user participation, leading to increased brand loyalty and customer retention.

AIGC Technology: Reshaping Consumer Interactions at Asian Games



Yili employed AI technology to develop brand advertising and marketing content, showcasing the effectiveness of AI in the creation of advertising assets.

Yili initiated a challenge on Douyin, engaging users through the use of AI filters.

Alibaba Cloud partnered with the MiaoYa camera to introduce the hashtag "Asian Games AI Portrait," integrating users' emotions related to the Asian Games and resulting in widespread viral dissemination.

Brands at the Asian Games leveraged AIGC technology to reshape consumer interactions, providing a glimpse into the future of emotionally-driven sports marketing. Integrating AI-driven content into advertisements became a cost-effective strategy for brands, enhancing consumer engagement.

- Yili incorporated AIGC into their TVC and customized packaging, delivering a unique and visually appealing experience for consumers. By blending Jiangnan style with AI filters, Yili created engaging challenges that inspired active user participation.
- Alibaba Cloud collaborated with the popular MiaoYa camera, integrating national sentiments towards the Asian Games with AI technology. Leveraging celebrity influencers on Red, the 'Asian Games AI Portrait' introduction generated high traffic and virality. AIGC facilitated users' transition from spectators to active participants in the Asian Games, providing a simple and convenient way to engage.
- AIGC-driven challenges effectively transformed passive viewers into active participants, surpassing initial projections and expanding the sports marketing campaign's reach. The result was an innovative and emotionally resonant approach to consumer engagement.

Kwai and Eleme: Localized Strategies Drive Engagement During Asian Games

From the perspective of the public, Kwai focused on seeking sportsmanship among localized life scene, emphasized the spirit of sports marketing

Eleme created localized advertising assets by vertical food category to increase its visibility, guiding users' online orders

Sports, a universally appealing topic, has become a powerful medium for brands during events like the Asian Games. Seizing this opportunity necessitates an authentic connection with the audience. Kwai and Eleme emerged as pioneers, delving into the essence of local life, sports, and food scenes, sparking nationwide enthusiasm for the Asian Games.

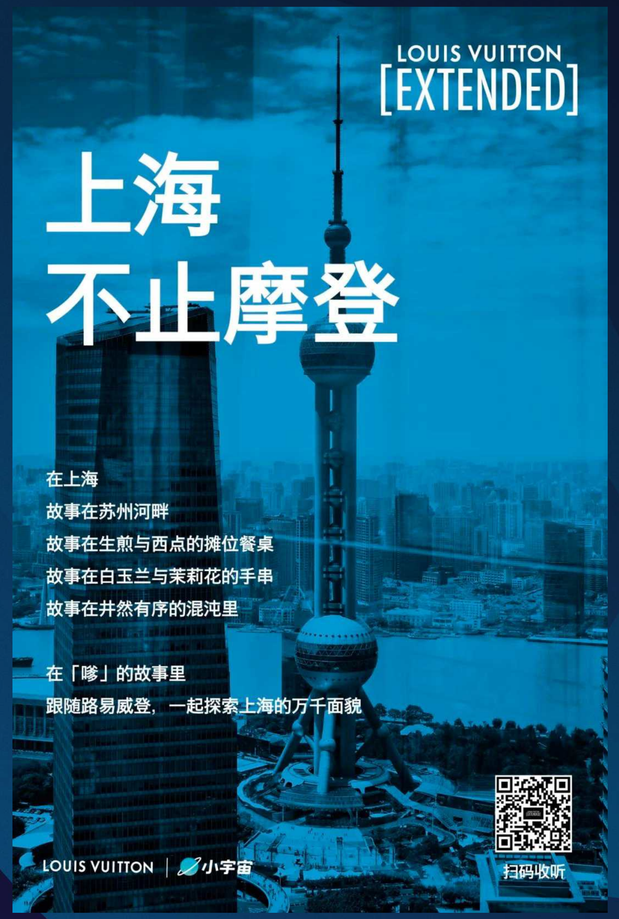
- Kwai directed its focus toward the public's passion for sports, promoting localized content marketing. In contrast to technical approaches, Kwai's content aligned more with the localized public's perception of sports marketing, facilitating rapid dissemination and emotional resonance.
- Eleme adopted a localized and specific approach in the culinary field, creating assets that centered around daily life scenarios. Through city-wide offline advertising, the platform enhanced its visibility, directing users to online orders for delightful surprises and showcasing the brand's warmth.
- The localized content strategy employed by Kwai and Eleme yielded noteworthy results. They experienced a surge in user engagement, translating into increased sales and brand visibility during the Asian Games.

ASIAN GAMES SPORTS MARKETING INSIGHT TAKEAWAY

CATEGORY	BRANDS/PLATFORMS	INSIGHT
ADVANCED TECHNOLOGIES	CHINA MOBILE MIGU	AR enables users to shift from passive viewers to active participants, showcasing the potential of interactive live experiences. Brands seamlessly integrate into live broadcasts, achieving immersive interactions and heightened exposure, signaling a noteworthy development in sports marketing engagement.
	TAO BAO	Utilize AR technology to link offline ad placements seamlessly with users' interactions and clicks on their smartphones, achieving a comprehensive expansion of ad reach.
	YILI MILK	In sports marketing, promotional video assets are essential. AIGC technology aids brands in producing these assets more modernly and efficiently. It can also be integrated into challenges to engage users interactively, facilitating the viral spread of content.
	MIAO YA (AI) CAMERA	Confirming the widespread popularity of AI filters among Chinese social media users, AIGC proves effective for sports marketing, which depends on a broad audience base. It can successfully reach and resonate with users, encouraging active participation and engagements.
LOCALIZATION	KWAI	Understanding the everyday lives and sports scenes of the public has given rise to a new approach in localized sports marketing. This involves creating scenes that emphasize everyone's role as the protagonist in sports marketing. By enhancing users' sense of belonging and increasing engagement, it attracts significant traffic from sports enthusiasts to the platform and entices brands for partnerships.
	ELEME	Vertical sectors like food and culture offer excellent opportunities for localization efforts. Blending food with the spirit of sportsmanship in content creation adds a stronger appeal to sports marketing initiatives.

Breakthrough Brand Activity

Cultural Integration: LV's Unique Bridge Between Global Identity and Shanghai's Culture



LV curated a major cultural event "Hello Shanghai", utilized popular Chinese digital approach like Wechat MP & podcast to expand its marketing influence

By exploring different cultures and subcultures, LV creates products appeal to a wider audience

LV strengthened its ties with the Chinese market through the "Hello Shanghai" pop-up, a large-scale cultural event featuring a curated collection of lifestyle products. This strategic move aimed to deepen engagement with the sophisticated Chinese luxury consumer.

- LV's localization efforts were thorough, involving the participation of local cultural luminaries who shared Shanghai's rich heritage through podcasts. This approach infused the event with authentic local narratives, showcasing LV's commitment to cultural integration and appreciation. The result was a unique bridge between the global brand identity and Shanghai's vibrant cultural tapestry.

- Luxury brands, including LV, are consistently exploring cultural and subcultural nuances from various regions. This exploration informs the creation of products and experiences designed to appeal to a broader audience. The increasing importance of understanding and appreciating local cultures is becoming evident in the realm of business.

Chanel's SS 24 Resort Collection: A Blend of Couture and Local Film in Shenzhen

Chanel created the SS 24 Resort Collection Re-runway assets in the form of traditional Chinese movie posters, created visual surprise to Chinese audience

Show support for Chinese film industry especially female filmmakers, to create localized assets with Chinese market

Chanel supported the Chinese female drama, showing the brand's spirit of daring to express itself, inspiring users' resonance and expanding attention which aligns with localized social context

Chanel successfully bridged couture and localized film in its recent campaign, featuring the SS 24 Resort Collection runway in Shenzhen. This initiative aimed to showcase innovation, cultural fusion, and brand evolution, recognized as a noteworthy luxury localization effort through collaboration with the Chinese film and cultural sphere.

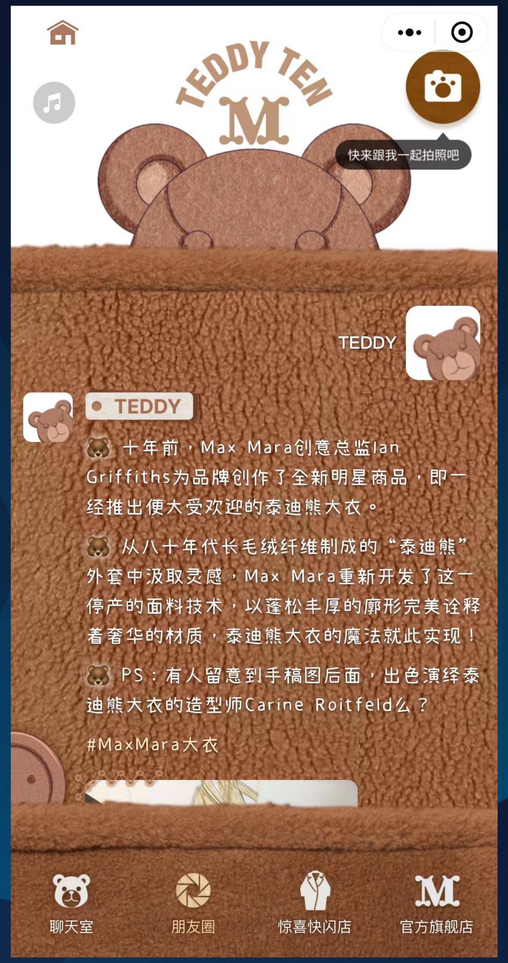
- Chanel strategically aligned its assets with Chinese film, using visual artistry to blend fashion aesthetics with the allure of Chinese film posters. The brand leveraged partnerships with celebrities, filmmakers, and film festivals to enhance its narrative and support the development of the local film industry. This approach embraced and empowered female filmmakers, incorporating Chanel's feminist philosophy into the localization and social context.

- The successful staging of Chanel's SS 24 Resort Collection runway illustrated the brand's profound understanding and keen insight into the Chinese market. It emphasized Chanel's leading position in the fusion of fashion and local culture, showcasing the brand's adaptability and innovation in the process of localization.

Max Mara's TEDDY BEAR Celebration: VR Technology and Localized Experiences in Chengdu

During 10th anniversary of “TEDDY BEAR”, Max Mara appeared in major fashion landmarks in Chengdu, achieved publicity effect

Max Mara created TEDDY BEAR pop-up, used digital program to increase participation



Max Mara created an integrated platform encompassing social interaction, display, and purchase to enhance online participation

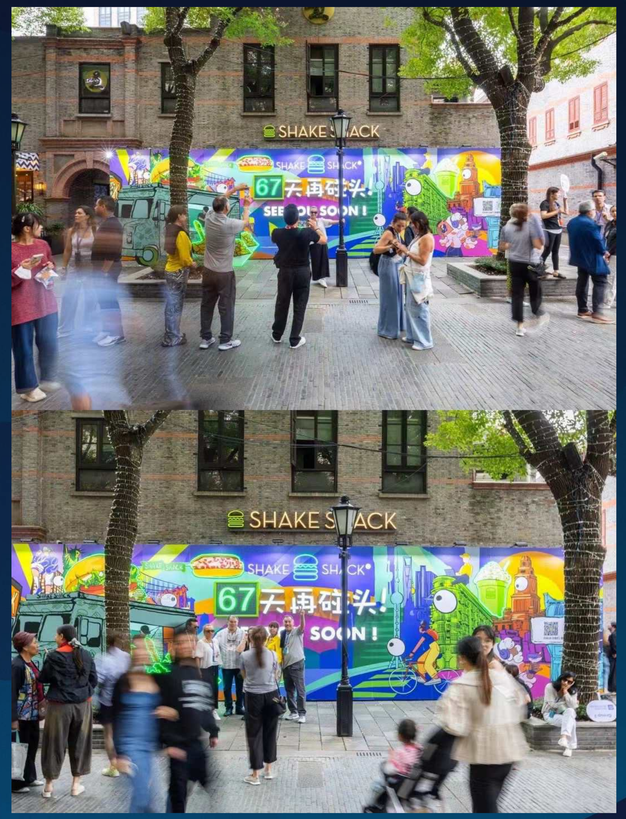
Max Mara marked the 10th anniversary of its iconic product, "TEDDY BEAR," with a noteworthy event in Chengdu— the City Roaming Bus. This innovative initiative featured the Teddy Bear traveling through Chengdu's major fashion destinations, integrating offline grandeur, VR technology, and immersive experiences.

- Utilizing urban fashion landmarks, Max Mara showcased products and highlighted the brand's decade-long impact. The integration of VR technology brought the fusion of product and ideology to life in Teddy Space—an immersive experience introducing local users to the TEDDY BEAR series, serving as both an educational tool and a showcase.
- Venturing into the digital realm, Max Mara created the "TEDDY TEN" MP, incorporating China's social media norms. Functioning as a social platform integrated with the official store's EC platform, it served as a digital shopping hub, merging social interactions with seamless shopping experiences.
- Max Mara effectively bridged the gap between online and offline realms, connecting brand culture, local urban landscapes, and product promotion. The result is a benchmark exploration of localized fashion marketing.

Shake Shack's Journey in China: Balancing Global Branding with Local Appeal

Incorporating distinctive elements from Chengdu's urban landscape, Shake Shack crafted unique brand social assets to promote the launch of a new store.

In Sanya, Shake Shack developed social assets centered around seaside elements. By integrating the concept of a capsule toy vending machine, users were encouraged to shift from online engagement to visiting the offline store.

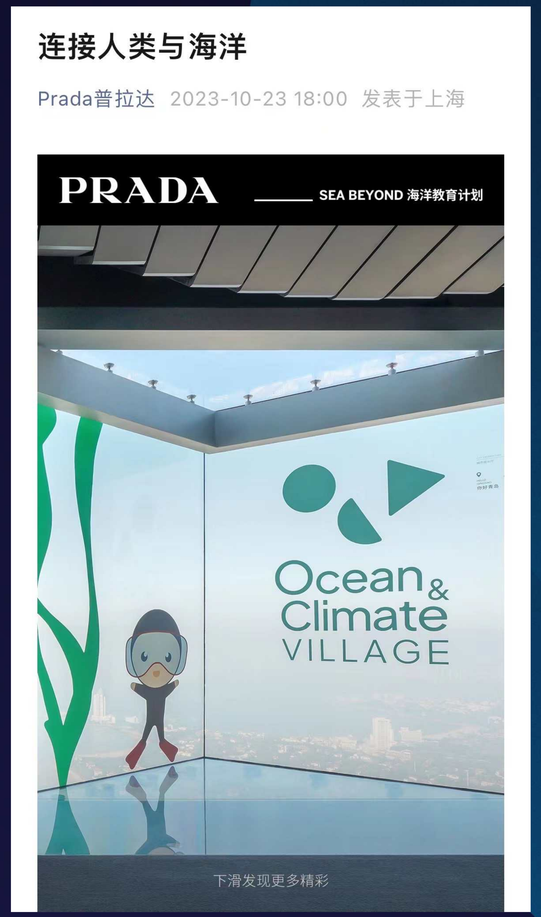


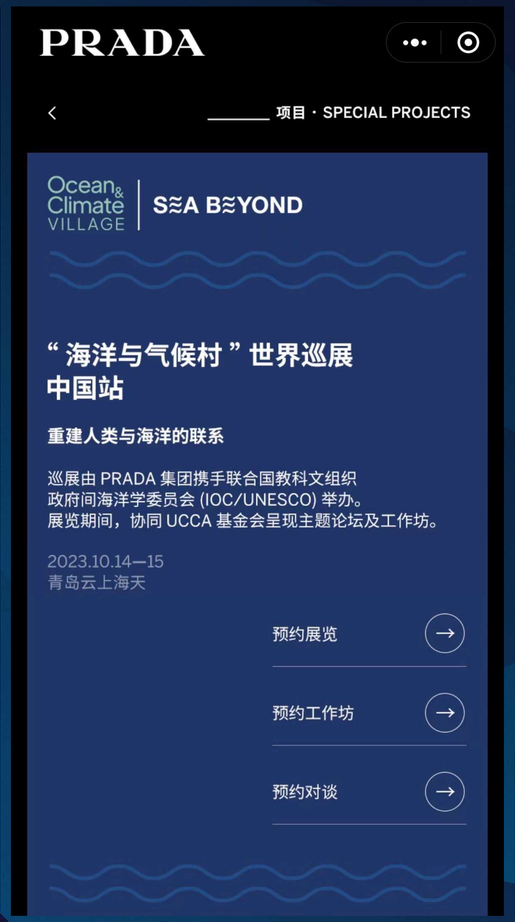
In Shanghai, Shake Shack utilized an interactive mechanism to prompt users to physically check in and engage in offline activities, generating excitement for the grand re-opening of the new store.

As a globally recognized representative of American cuisine, Shake Shack has seen notable growth in the Chinese market due to its effective localization strategies and extensive use of Chinese social media platforms. This success is attributed to fostering meaningful interactions and enhancing brand reputation.

- By incorporating local elements such as "Mahjong" in Chengdu and "seaside" vibes in Sanya into their asset creation, Shake Shack resonated with the local audience. Their meticulous attention to cultural nuances transformed a global brand into a local favorite.
- Shake Shack utilized social platforms to create a buzz and encourage meaningful interactions. By prompting customers to share their experiences online, Shake Shack established a dynamic, user-generated marketing ecosystem, gaining favor and loyal patrons.
- The localized approach and social media prowess of Shake Shack not only generated significant online traffic but also translated into increased footfall and sustained customer engagement.

Prada's ESG Model: Bridging Real-World Initiatives with Digital Strategies





Create WeChat social contents and mini program page to provide convenience for users to get involved in ESG marketing

Collaborated with celebrity to strengthen event impact and attract more participation

Prada initiated a noteworthy event that seamlessly integrated environmental responsibility and societal engagement into its brand identity. Through a partnership with the "Ocean Science for Sustainable Development Decade (2021-2030)" initiative, the recent "Ocean & Climate Village" tour in Qingdao served as a benchmark in ESG marketing strategies.

- The offline experience curated by Prada included exhibitions, workshops, and dialogues, providing an engaging platform for participants.
- In the digital realm, Prada utilized WeChat's widespread platform and the influential voice of brand ambassador Li Xian to maximize online impact. The incorporation of authentic user-generated content on platforms like Xiaohongshu reinforced Prada's commitment to environmental advocacy.
- Celebrity endorsement and user-generated content contributed to the recognition and appreciation of Prada's ESG efforts, fostering positive brand sentiment. Prada serves as a transformative model for ESG marketing by combining real-world initiatives with influential digital strategies, not only enhancing brand image but also championing a cause that deeply resonates with its audience.

Lululemon's Street Exhibition: Redefining Active Lifestyle Brand Marketing

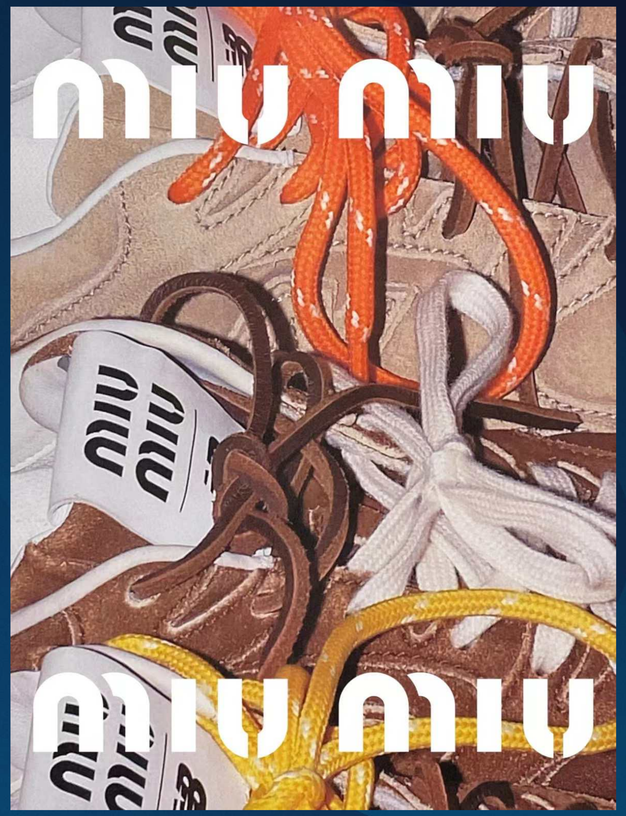
Combining the current trend of youth preferences and community engagement, Lululemon curated a vibrant street art exhibition

Through creative pop-up events and fresh storytelling, Lululemon creates a vibrant brand community culture

Building upon its brand identity as a sporty fashion label, Lululemon continues to expand boundaries in the realm of active lifestyle. By tapping into the preferences of young people and integrating the current trend of community engagement, Lululemon has curated a dynamic street exhibition.

- This initiative stems from the brand's keen insights into the realm of healthy living. Launched on World Mental Health Day, October 10th, the offline event encourages people to immerse themselves in a state of mind-body connection amidst artistic inspiration.
- The unique and dynamic exhibition format has reshaped consumers' perceptions of how active lifestyle brands market themselves. Giant artistic installations break conventional barriers and attract crowds, while enriching sweat-inducing classes nurture both the body and the mind.
- Through creative themed pop-up events and storytelling, Lululemon not only engages in brand marketing but also creates a vibrant brand community culture, going beyond mere marketing to establish a fresh narrative.

Capturing the Youth Market: New Balance's Successful Co-Branding Strategies



New Balance's collaboration with Ganni and Miu Miu demonstrated the fusion of athletic trends with the fashion realm, emphasizing the integration of sports style into the girly fashion segment.

Ganni strategically utilizes the influence of #GanniGirls to enhance the promotion of its co-branding on social media, showcasing a unique brand attitude through influencers' lifestyles.

Brands are increasingly prioritizing the engagement of a younger audience, often achieved through strategic collaborations with sportswear brands. Notable partnerships have emerged, such as New Balance joining forces with girly fashion icons like Miu Miu and Ganni.

- Miu Miu and Ganni, prominent in the girly fashion segment, identified the potential alignment of their brands with New Balance. The success of their collaboration was rooted in a shared ethos of sophistication, femininity, and spontaneity.
- New Balance's co-branding with Miu Miu and Ganni effectively captured the attention of a younger demographic. The infusion of sporty elements into fashion not only brought a trendy flair to the brands but also attracted a new wave of youthful consumers.
- The synergy between New Balance, Miu Miu, and Ganni sparked conversations across various platforms, expanding the brands' reach and impact. Social media channels, fashion blogs, and mainstream media buzzed with discussions about the innovative products resulting from this co-branding.

Elegance Meets Athletics: Loewe and On's Design Fusion for Lifestyle Appeal

Loewe and ON cooperated to launch a new outdoor theme collections

This co-branding retained the athletic attributes while preserving the fashionable sense of brand. Received endorsements from fashion KOLs, enabled the co-branded products to swiftly penetrate cross-segment

Utilized China's mature digital platforms and EC systems, co-branded products were instantly listed, providing users with a seamless experience

Loewe and On have collaboratively drawn design inspiration from natural landscapes, unveiling a co-branding campaign that seamlessly integrates luxury footwear design with Swiss ergonomics. This initiative aims to convey a message of an elegant and athletic lifestyle, emphasizing a mutual understanding in technical expertise and brand philosophy.

- The prevalence of collaborations between luxury and sportswear brands this year is grounded in shared brand philosophies and communication appeals, signaling an intent to broaden consumer boundaries.
- In addition to product creation, the partnership between Loewe and On in China embraces innovative digital approaches. They streamlined the purchasing process through WeChat Mini Programs, collaborated with Key Opinion Leaders (KOLs), and amplified the collaboration's impact on social media platforms.
- Beyond a typical brand cooperation, this collaboration represents a joint effort to leverage digital platforms and influencers, creating new and meaningful engagements with consumers.

Moutai's Innovative Approach: Coffee, Chocolate, and the Quest for Youthful Consumers

"酱香latte" was dubbed as "young people's first Mou Tai", caused a tremendous sensation on Chinese social media

Moutai's co-branding initiatives garnered significant exposure, engaging young users enthusiastically and rendering the brand image more approachable.

Moutai, a prominent Chinese liquor brand, strategically entered cross-border collaborations to appeal to a younger consumer base. Teaming up with Luckin Coffee, they introduced "酱香Latte," achieving substantial 100-million-yuan sales on the first day. Another collaboration with Dove resulted in immediate sell-outs of liqueur-filled chocolates.

- The focus on coffee and chocolate as social currency aims to attract young consumers. These collaborative efforts demonstrate innovation, adaptability to market changes, and swift engagement with the public, successfully rejuvenating the brand's youthful image and gaining approval from a younger audience.
- However, concerns exist that such partnerships might lower Moutai's status as a symbol of business and high-end liquor, potentially diluting its brand essence.
- In cross-border marketing, common pitfalls involve brands blindly pursuing popularity and neglecting their brand positioning. Brand collaborations extend beyond product cooperation; they should focus on creating a sense of identity and belief among young consumers towards brands like Moutai.

BRAND INSIGHT TAKEAWAY

CATEGORY	BRANDS	INSIGHT
LOCALIZATION	LOUIS VUITTON	The fusion of urban-centric storytelling through podcasts and pop-up innovatively showcases LV's localization approach.
	CHANEL	Recreating the runway in Shenzhen reflects Chanel's emphasis on China market, while cross-industry collaborations with Chinese film industry demonstrate the brand's diverse initiatives in localization.
	MAX MARA	A masterful blend of offline and digital realms: provided an immersive, educational, and visually stunning experience, enhancing brand connection with local users. And the creation of MP served as an intergration of social platform and shopping hub, harmonizing social interactions and shopping experiences.
	SHAKE SHACK	Precision control of classic elements from various regions and meticulous asset creation deeply captivated local users. Focusing on social media engagement to cultivate genuine word-of-mouth reputation.
EVENTS	PRADA	By utilizing digital methods and leveraging the celebrity effect, expand user engagement in PRADA's ESG marketing strategy.
	LULULEMON	By integrating the community's preferences and addressing mental health, creates a unique experience, establishes a brand presence and a vibrant, immersive brand community culture.
CO-BRANDING	NEW BALANCE x MIU MIU & GANNI	The collision of classic and trendy elements expands the brand's reach across different user segments, empowering the brand's cross-industry expansion.
	LOEWE x ON	The shared pursuit of craftsmanship and technology by both brands facilitated the collaboration, and digital methods were employed to enable users to easily access the co-branded products.
	MOU TAI x LUCKIN & DOVE	Providing a highly influential example of rejuvenating marketing for traditional brands, yet the brand tonality sparked significant controversy and social discourse within the collaboration.

we create resonance