Radar Report #15_Livestream Fashion

April 2025 Trends, Case Studies and Insights
How Brands Connect with Consumers in China
Created by Resonance

we create resonance

Livestream Fashion Campaigns China

Brand x Platform
Cases Studies
Radar Report
April 2025

Livestream Fashion Marketing Trends

1	**Cultural Fusion**	Brands are merging traditional and contemporary cultural elements into live shows, incorporating performances, interactive experiences, and storytelling. This fusion creates an engaging way for consumers to connect with heritage while embracing modern fashion.
2	**Urban Fashion**	Brands are integrating urban lifestyles into live runway shows, reflecting young professionals' careers, female empowerment, and citywalk culture. By blending fashion with real-life experiences, these shows create immersive narratives that resonate with modern audiences.
3	**Outdoor & Lifestyle**	Brands are weaving young consumers' lifestyles into runway live shows, incorporating outdoor adventures, cultural tourism, and wellness themes. By mirroring real-life experiences, these shows create deeper emotional resonance with audiences.
4	**Tech & Innovation**	Brands are integrating innovative technologies like XR and AI into runway live streams, creating dynamic and immersive spaces. These advancements enhance brand storytelling by blurring the line between virtual and physical worlds, offering more engaging and visually compelling experiences.

Trend 1 Cultural Fusion

BOSS: *Creation of The Gods* Interactive Live Runway Show Merging Traditional Mythology and Fashion

CLASSIC PALACE SCENE

THEMED TREASURE CHEST MAZE INTERACTION

STRIKING TRADITIONAL CHINESE DRUMS

CHINESE CLASSICAL DANCE PERFORMANCE

BOSS's live-stream runway show featured a Longde Palace-inspired setup from *Creation of The Gods*. The host unlocked the BOSS logo with a treasure chest puzzle, triggering drums and unveiling a new runway segment.

Models @李祥玉 and @佳婧 Jiajing hosted and participated the runway. Viewers could buy directly via pop-up windows. New Year-themed interactions, like a blessing wall and prize draws, added excitement. Four classical dance performances were integrated into the runway segments.

Before the event, BOSS launched a New Year collection inspired by bronze patterns and Eastern mythological totems, collaborating with movie actor @Li Yunrui for promotional TVCs and KV, showcasing Eastern elegance, and releasing a special New Year red envelope cover.

BOSS teamed up with *Creation of The Gods* for a themed live runway show on Douyin, blending traditional culture to enhance brand storytelling and attract younger buyers.

- **Traditional Scene Runway:** The live-stream backdrop featured the iconic palace scene, with interactive elements like treasure chest puzzles and drum beats to start the runway, while traditional dance performances showcased cultural depth.
- **Online Promotion:** BOSS launched the collection on Weibo, WeChat, Douyin, and RED, with the hashtag #BOSSNewYearCreationOfTheGods, and collaborated with actor @Li Yunrui on a New Year-themed KV and TVC.
- **High Engagement:** The campaign generated over 25 million views, 52,000 discussions, and 21,000 live viewers, creating strong buzz and interaction.

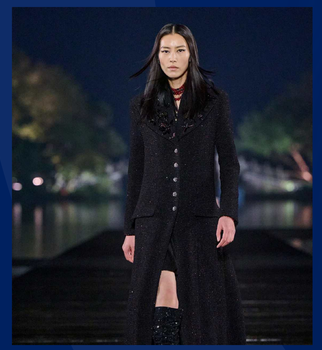
CHANEL: Localized Oriental Aesthetic Live Runway Show Merging Brand Story to Enhance Cultural Appeal

RUNWAY STAGE BLENDING GARDEN SCENERY

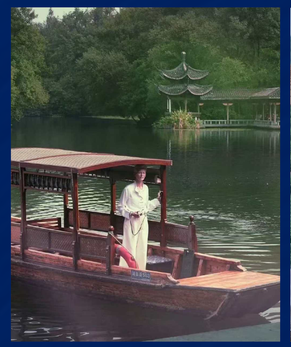
CHINESE DRUM PERFORMANCE

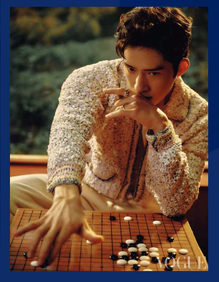
CURVED COURTYARD LOTUS VIEW

CHANEL's live runway show took place at West Lake, seamlessly blending the natural beauty of the location with the "Lotus in the Breeze at Crooked Courtyard" theme. The show kicked off with a captivating Chinese drum performance.



The 20-minute show featured designs with traditional Chinese elements like ebony screens and landscape paintings. Supermodel @刘雯 opened and closed the show. Celebrities including @周迅, @辛芷蕾, @王一博, and Tilda Swinton attended and were interviewed afterward.



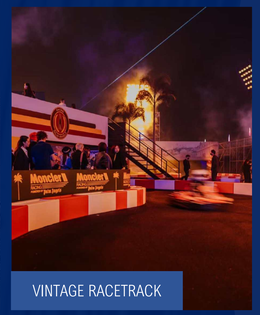


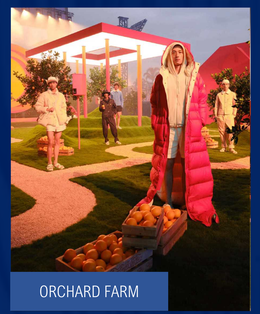
Before the show, CHANEL collaborated with Tilda Swinton and 2 Chinese celebrities on a Hangzhou exploration video. VOGUE partnered with the brand to create KV campaigns featuring celebrities in traditional art themes and invited them to host personal live-streams to promote the show.

CHANEL held its 2025 Métiers d'Art show at Impression West Lake in Hangzhou, blending Chinese landscape aesthetics with cultural artistry. The event was live-streamed on Weibo, showcasing the brand's local charm.

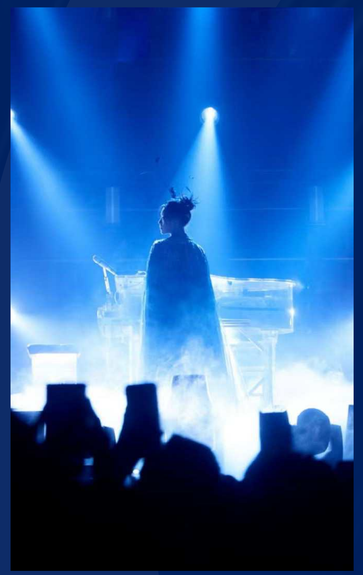
- **Chinese Aesthetic Runway:** Set against the Lotus in the Breeze at Crooked Courtyard scenery, the 20-minute show featured traditional Chinese elements. It opened with drum music, with Liu Wen as the lead model. Celebrities attended, walked the show, and gave interviews.
- **Online Promotion:** Before the show, CHANEL collaborated with Tilda Swinton on TVCs and shared them on Weibo, RED, and Douyin. VOGUE also conducted photoshoots and promoted the event through celebrity live-streams.
- **High Engagement:** The live-stream reached nearly 97 million views, with related topics nearing 700 million views and over 2.1 million discussions.

Moncler: Genius City Immersive Runway Show Uniting Fashion, Art, and Celebrity Performances





Moncler collaborated with 10 designers to create 10 different styled blocks, constructing an aesthetic space for the show. Models walked through the space, showcasing pieces that matched the theme.



Three celebrity hosts interviewed guests, with Anne Hathaway, Rihanna, Leah Dou, and Shu Qi attending and walking the runway. @Henry Lau delivered a 20-minute finale, featuring violin, piano, and live singing and dancing.

Moncler promoted #MonclerGenius on Weibo, WeChat, RED, and Douyin, releasing a TVC with @Dou Jingtong and designer-led inspiration videos. KOLs shared live updates and celebrity moments.

Moncler Genius City Annual Creative Show was live-streamed on RED, Douyin, and WeChat Video Channels, featuring 10 themed runways, each presenting a unique product style in an immersive experience.

- **Live Show:** Models walked through diverse settings like an urban forest and go-kart track, showcasing different collections. International celebrities attended, walking the runway to present brand products, with @Henry Lau delivering a 20-minute finale live performance.
- **Online Promotion:** Moncler pre-promoted the event on WeChat, Weibo, Douyin, and RED, collaborating with @Dou Jingtong for a themed TVC and releasing promotional videos for each themed block set.
- **High Engagement:** The live-stream gained 57 million views, 250,000+ concurrent viewers on RED, and over 3 million interactions across social media.

Max Mara X Douyin: New Year Live Show Merging Tradition and Modern Women’s Empowerment

GUESTS CREATED NEW YEAR PRINTS

DISCUSSION ON NEW YEAR OUTFITS AND FEMALE EMPOWERMENT

PROFESSIONAL LENS SHOWCASED CRAFTSMANSHIP

Guests celebrated the Little New Year's Eve with traditional block printing, discussing female empowerment and self-growth around the “Max Mara Leading Lady” theme. A 25x Laowa lens highlighted Max Mara’s cashmere craftsmanship in ultra-HD.

The live stream recreated a New Year feast with tea tables, red screens, and octagonal tables. Models showcased Max Mara products before arriving at the banquet area. Celebrities @刘涛 and KOLs @晓雪, @梦颖, and @Fil小白 shared styling tips and discussed New Year outfits.

Max Mara partnered with @Douyin Mall to promote the event through Douyin and RED, leveraging TVCs, KV posters, and a dedicated hashtag #MaxMaraFashionShow. and launching the #MaxMaraFashionShow hashtag with celebrity video invitations.

Max Mara partnered with Douyin Mall for a Chinese New Year’s Eve live show, celebrating urban women’s empowerment and fashion, garnering widespread attention.

- **Live Show Highlights:** The brand created a festive ambiance, inviting @Liu Tao and fashion KOLs to discuss New Year styling and the concept of "self-pleasure" for urban women. The event featured traditional printmaking activities and showcased Max Mara’s fabric craftsmanship through professional camera displays.
- **Online Promotion:** Max Mara and Douyin Mall promoted the event on Douyin and RED through TVCs, KV posters, and influencer videos.
- **High Engagement:** The live show attracted over 10,000 concurrent viewers, with total views exceeding 1 million. Fan growth surged 51.3x, and GMV surpassed 10 million RMB, setting a new luxury sales record. The hashtag gained 5.2 million+ views.

Trend 1 Insights Cultural Fusion

BRANDS	INSIGHT
BOSS	BOSS, in collaboration with *Creation of The Gods*, hosted a themed live runway show, recreating the iconic Longde Hall with interactive elements like treasure chest puzzles and traditional drum performances. The fusion of traditional Chinese aesthetics with fashion drove high engagement among young audiences.
CHANEL	CHANEL's 2025 Métiers d'Art show in Hangzhou seamlessly merged traditional Chinese aesthetics with the brand's craftsmanship, emphasizing local cultural integration. The live-streamed event showcased Eastern beauty through scenic design, drum performances, and celebrity involvement, creating a strong cultural connection.
MONCLER	Moncler Genius City Annual Creative Show used designer-crafted imaginative and futuristic neighborhoods to create an immersive experience, connecting cutting-edge fashion with creative urban aesthetics. The live-stream event's diverse settings and celebrity participation enhanced its appeal to modern, trend-savvy consumers.
MAX MARA	Max Mara's collaboration with Douyin Mall for a Chinese New Year's Eve live show highlighted urban women's empowerment and fashion, effectively blending tradition with modern styling. By integrating interactive cultural activities and leveraging influential personalities, the brand achieved strong viewer engagement and set a new sales record.

Trend 2 Urban Fashion

Mo&Co X Douyin: Escape Wednesday Workplace Drama Creative Show Redefining Office Fashion

OFFICE ROLE-PLAY RUNWAY SHOW

ROLE: RELENTLESS CAREER WOMAN

ROLE: INTERN

ROLE: POWERFUL LEADER

Mo&Co's live runway show unfolded as a workplace drama, with characters portraying office life. It began in an elevator, moved through commuting scenes, and showcased various office roles and styles.

Celebrity @Cai Wenjing joined the role-play, while fashion KOL @Linda 李静 highlighted product details. Comedian @门腔, as the "HR Confidant," hosted a workplace talk session, ending with a bold "Break Free Meeting" runway on office desks, bringing the "Escape Wednesday" theme to life.

Mo&Co produced an "Escape Wednesday" promo film and character KV in partnership with Douyin E-commerce. A themed TVC starring @Cai Wenjing was also launched, along with the #DitchOfficeWearChallenge to promote the live show and new commute collection.

Mo&Co partnered with Douyin Mall for the "Escape Wednesday" live show, integrating new fashion into urban office life.

- **Workplace Runway Live Show:** Celebrity @Cai Wenjing and seven KOLs portrayed different office roles, showcasing outfits through commute runway walks and workplace scenes. Comedian @门腔 joined as an HR character to discuss workplace challenges.
- **Online Promotion:** The campaign spanned WeChat, Weibo, Douyin, and RED, with the hashtag #MOCONewLaunchShow gaining traction. @Cai Wenjing starred in a short promotional video, and Douyin hosted the #DitchOfficeWearChallenge.
- **High Engagement:** The live show attracted over 22,000 concurrent viewers and 2.1 million total views, while related social media content exceeded 130 million views.

MARIUS X Douyin: Immersive Live Runway Show Unveiling Craftsmanship and Workplace Style

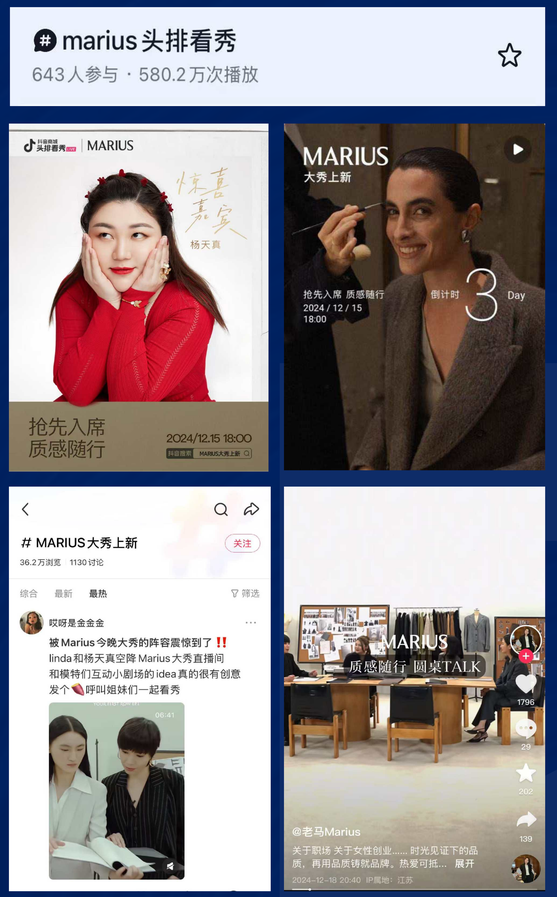
RUNWAY THROUGH THE ATELIER

GUEST RUNWAY PERFORMANCE WITH IMMERSIVE STORYTELLING

MARIUS debuted an immersive runway, showcasing the journey from fabric room to design studio. Models walked the process, while special guests 杨天真, Linda李静, and ViVi老师 joined, immersing in key roles.

WOMEN'S PANEL DISCUSSION

After the show, the guests participated in a roundtable discussion, sharing insights on balancing career and life, styling tips, and fabric details, redefining the modern woman. The founder and artisans then presented the haute couture craftsmanship in a workshop setting.



MARIUS launched #MARIUS大秀上新 on Douyin and RED, with promotional videos and teasers. They also initiated UGC interaction on RED, where viewers could share looks with hashtags to receive a discount coupon.

MARIUS collaborated with Douyin to launch an "immersive runway" live stream, showcasing the behind-the-scenes stories of the brand's show and integrating the runway into everyday life, drawing significant attention.

- **Immersive Show Experience:** MARIUS presented the backstage, office, and haute couture workshop in three parts. In the second segment, successful women shared career and fashion stories, with the founder offering styling insights.
- **Online Promotion:** MARIUS promoted the event on WeChat, Douyin, and RED, launching #mariusFrontRowShow for pre-event buzz and engaging with UGC on RED.
- **High Engagement:** The live show reached 1.14 million viewers, a 543% increase, with 8,200+ average concurrent viewers. Search PV exceeded 57,000, and GMV hit 50 million. Social media views topped 11 million.

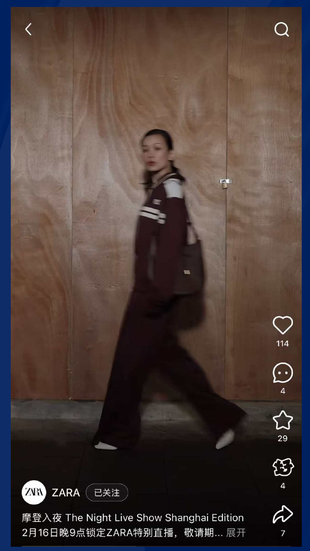
ZARA: Host Night Live Street Fashion Show Fusing Fashion with Everyday Life

SUPERMODEL @游天翼 HOST

SUPERMODEL @游天翼 INTERVIEW WITH KOLs

KOL STREET RUNWAY

ZARA held a "The Night Live Show" street live fashion show on Nanchang Road in Shanghai, with supermodel @You Tianyi as the host. The event unfolded in the form of casual chats with fashion KOLs and models encountered along the way.



Released preview video and KOL post BTS assets to preheat livestreaming.The ZARA official APP, website, mini-program, RED, Douyin, WeChat Channel, and Tmall all broadcast the event live across all these platforms. Supermodel @You Tianyi release its VLOG to record the whole show.

ZARA promoted the campaign on WeChat, Weibo, Douyin, and RED with hashtags #zaraliveshow videos. KOLs share their experience from Zara's street fashion show event, attracting the attention of more consumers.

Zara organized "The Night Live Show Shanghai Edition" in the form of a citywalk, featuring supermodel You Tianyi as the host. She "bumped into" KOLs, models, and others on the street, discussing outfits, and sharing their fashion preferences.

- **Citywalk runway:** The live broadcast utilizing actual street scenes. The camera focused not only on the people and clothing but also zoomed out to capture the perspective of passersby, presenting a sense of fashionable lifestyle.
- **Social Media Engagement:** During the live stream, the items worn by the supermodels were simultaneously launched for sale, allowing viewers to purchase while watching the live broadcast.
- **High Engagement:** This live show reached over 30,000 viewers on RED and Douyin, with the campaign generated over 26 million views across platforms.

Bosideng: Presenting a Fashion Show Blending Harbin's Ice and Snow Culture with Winter Sports

RUNWAY SPACE

CELEBRITIES AND CHAMPION OF THE WINTER GAMES ATTEND

Bosideng partnered with Harbin Sophia Cathedral for the “Tribute to Ice and Snow” fashion show, featuring Olympic champions, celebrities, and supermodel. It was broadcast live on Douyin, allowing viewers to watch it in real-time online.

Bosideng set up a pop-up store at Harbin‘s “Ice and Snow World,” Brand ambassador Yu Shi participate in a live streaming on Douyin. Bosideng collaborate with Weibo to release check-in attractions in Harbin, invite users to visit its pop-up store.

EXCLUSIVE AIRLINE SERVICE

Bosideng #WearBosidengExploreHarbin , unveiling a TVC and inviting KOLs to take photos at various locations. also launched an exclusive airline service on the Harbin route and released documentary video.

Bosideng presents the "Tribute to Ice and Snow" Fashion Show in collaboration with Harbin Sophia Cathedral, fusing fashion, culture, and technology to showcase the deep integration of its cold-resistant technology with Harbin's historical and ice-snow culture.

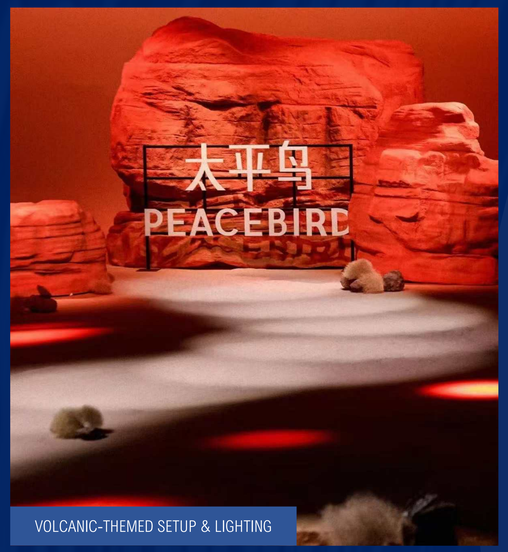
- **Offline Interaction:** Bosideng opens pop-up store at Ice and Snow World, offering try-on experiences, photo opportunities, and VR skiing experiences, allowing consumers to personally feel the quality and charm of Bosideng.
- **Online Promotion:** Promoted on WeChat, Weibo, Douyin, and RED with creative posters and live streams, the event gained buzz from vibrant KOL posts and check-ins.
- **High Engagement:** The campaign generated over 160 million views across platforms and over 30,000 disquisition.

Trend 2 Insights Urban Fashion

BRANDS	INSIGHT
MO&CO	Mo&Co's "Escape Wednesday" live show creatively integrated workplace scenarios with a fashion runway, presenting office-inspired outfits through a mini-drama format. This innovative approach, combining celebrity and KOL participation, resonated with urban professionals and boosted brand engagement.
MARIUS	MARIUS's live stream showcased both the runway and behind-the-scenes stories, offering an immersive experience that brought the audience into the brand's creative process. This unique approach connected with viewers, blending fashion with real-life experiences and driving strong engagement.
ZARA	Zara's "The Night Live Show Shanghai Edition" used a citywalk format to engage viewers with real-life fashion moments, blending street scenes with authentic styling tips. By moving away from traditional runway shows and focusing on everyday life, Zara successfully created a genuine connection with its audience, reflecting the shift toward more relatable and vibrant brand experiences.
BOSIDENG	BOSIDENG's "Tribute to Ice and Snow" themed fashion show seamlessly integrated Harbin's ice and snow culture with the city's unique characteristics, showcasing the charm of blending winter sports culture with tourism. The event featured an offline space for interactive check-ins, creating a seamless blend of online and offline experiences.

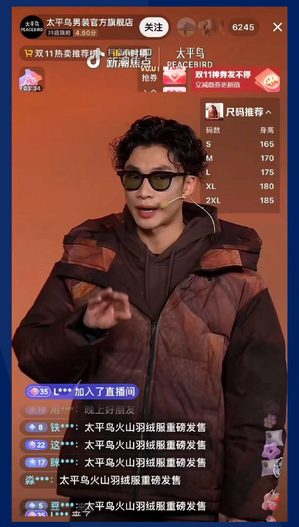
Trend 3 Outdoor & Lifestyle

PEACEBIRD: Live Show Unveils Designer Collaboration with Immersive Urban Functionality Styles

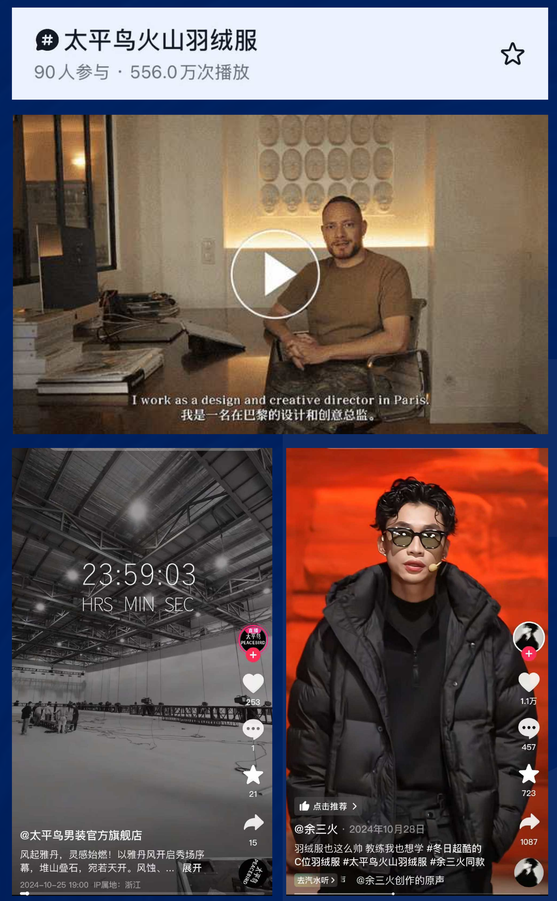


VOLCANIC-THEMED SETUP & LIGHTING

PEACEBIRD's live show featured large displays and fiery lighting, with music inspired by nature, showcasing outdoor functional styles in three themes: "Yadan Fashion," "Trendy Volcano," and "Fashion Charge."



Fashion KOL @余三火 walked the runway in the volcano down jacket. Together with host Edison, they explained product details and styling tips. Viewers interacted by sharing keywords to earn exclusive discounts.

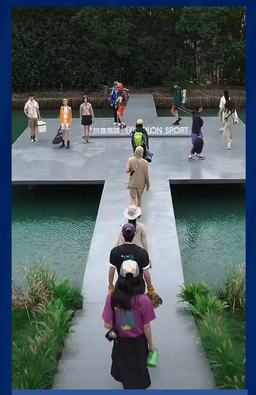


PEACEBIRD launched the #PEACEBIRDVolcanoDownJacket hashtag on Douyin and RED, sharing teaser videos and designer interviews, with @余三火 promoting the event through transformation videos.

PEACEBIRD teamed up with designer Bram Van Diepen to launch the "Nature As Teacher" collection through an immersive live runway show on Douyin.

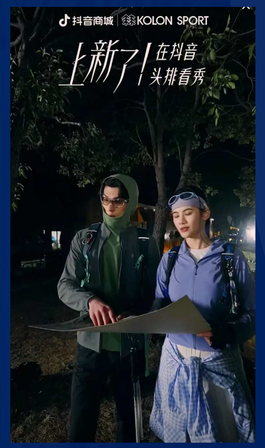
- **Immersive Show Experience:** The live runway show recreated the Danxia landform, showcasing three new fashion-functional collections. Influential fashion KOL @余三火 was invited to interpret and explain the designs live.
- **Online Promotion:** PEACEBIRD launched the #太平鸟火山羽绒服 campaign on Douyin and RED, collaborating with @余三火 to release promotional videos and invite viewers to join the live show.
- **High Engagement:** The live show garnered over 830,000 views, with an average of 9,000+ concurrent viewers. Social media impressions exceeded 7.3 million.

KOLON SPORT X Douyin: Immersive Mountain Wilderness Runway Show Celebrates Outdoor Adventure



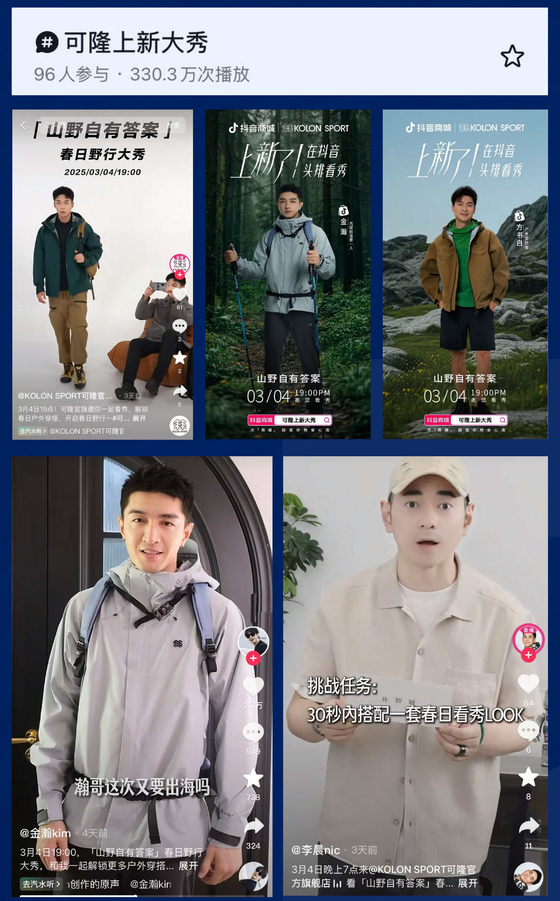
AUTHENTIC WILDERNESS RUNWAY

IMMERSIVE RUNWAY PERFORMANCE



The show took place in a natural outdoor setting and featured two segments. First, models walked the runway on a lakeside stage, followed by an immersive performance in the forest, showcasing real outdoor scenes like fire-making and hiking.

KOLON invited celebrities @金瀚, @谢可寅, and @朱炜强, along with outdoor experts, for the runway walk and campfire discussions. They shared outdoor experiences, must-have gear, and joined styling challenges, fashion photography, and live guitar performances.

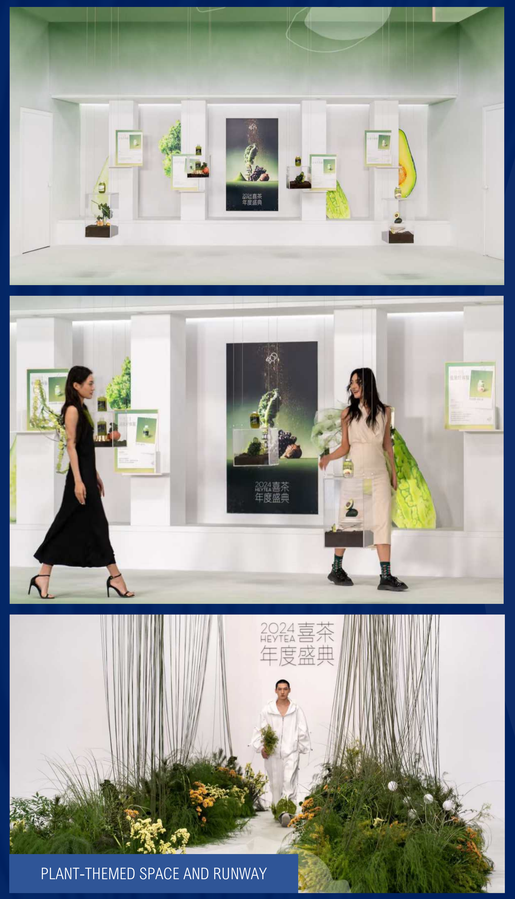


KOLON SPORT partnered with @Douyin Mall to launch the #KOLONNewShow campaign, releasing promo videos, KV, and celebrity teasers. Guest celebrities and influencers also created interactive invitation videos to engage audiences.

KOLON SPORT partnered with Douyin for the "Nature Holds the Answer" immersive live runway show, blending real outdoor scenery with interactive guest segments to showcase the brand's outdoor spirit.

- **Immersive Live Runway Show:** A stage was set in the mountains and by the lake, where models walked through forests and across the water. Five celebrity guests joined the show, engaging in discussions and interactive camping experiences.
- **Online Promotion:** KOLON SPORT launched the #KOLONNewShow campaign on Douyin, sharing promotional videos, KV, and guest invitation clips to boost engagement.
- **High Engagement:** The live show drew about 450,000 viewers, ranking among the top four outdoor brand livestreams, with related content reaching over 3.3 million views.

HEYTEA: Annual Plant-Based Runway to Highlight the Concept of Healthy Eating



PLANT-THEMED SPACE AND RUNWAY

HEYTEA launched the “Slimming Show” event to promote healthy beverage with four distinct plant-themed spaces. Models walked the runway in “plant-inspired” fashion, it was livestreamed on Douyin.

The live stream features supermodel ambassador He Cong walking the runway live, sharing her supermodel diet tips and runway experiences. Invite KOLs to offline events to attend flower DIY sessions and a healthy dinner.

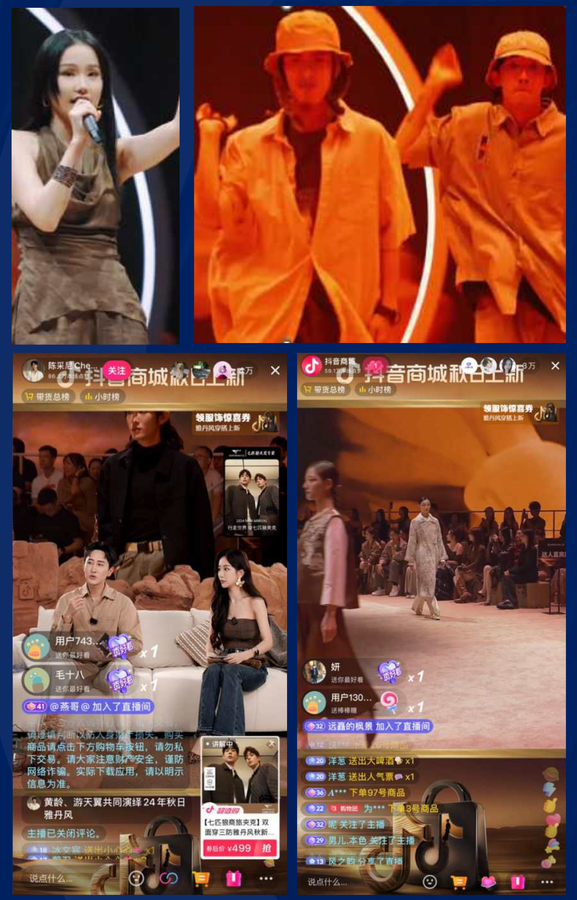
HEYTEA promote with Hashtags #The2024HeyteaGrandCeremony. Create energy notebook content with KOL. Supermodel He Cong released a preheat TVC.

HEYTEA organized an immersive botanical-themed event under the title of "Slimming Show" featuring a live broadcast of models strutting down the runway in fashion designs inspired by natural elements to promote their latest healthy juices.

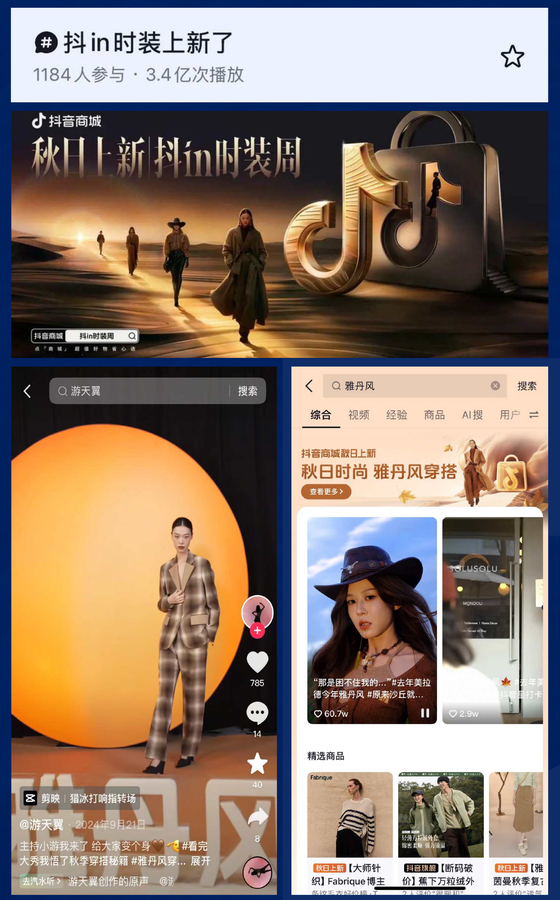
- **Offline Interaction:** HEYTEA organized an offline healthy dinner banquet, inviting guests to engage in DIY flower and plant activities, as well as interactive raffle drawings.
- **Social Media Engagement :** Leave your healthy wish for 2025 on WeChat, 10 lucky participants will be selected to enjoy a free cup of beverage. WeChat Mini Program self-pickup order number "8225" will receive a surprise gift.
- **High Engagement:** The campaign generated over 38 million views across platforms and over 58,000 disquisition.

Douyin: Fashion Live Runway Show Unveiling Yadan Style for Fall/Winter Trendsetting

Douyin launched the “Yadan Style” trend with six themed visuals and a live show featuring multiple KOLs styling looks for work, leisure, and social settings, with supermodel @游天翼 opening the runway.



Celebrities and KOLs attended the show, while singer @黄龄 performed live alongside a renowned dance crew, seamlessly blending with the runway themes. Fashion KOL @陈采尼 provided real-time styling commentary, with viewers able to shop directly from his live stream.



Douyin Mall launched #DouyinFashionNewArrivals with AIGC visuals and promo videos. Celebrities and KOLs like @游天翼 and @梦颖 joined, sharing promotional content. A dedicated “Yadan Style” shopping section boosted sales.

Douyin Mall hosted "Douyin Fashion Week" in Shanghai, themed "Yadan Style," streaming live across multiple accounts. Partnering with brands and KOLs, it introduced six trend-driven runway shows.

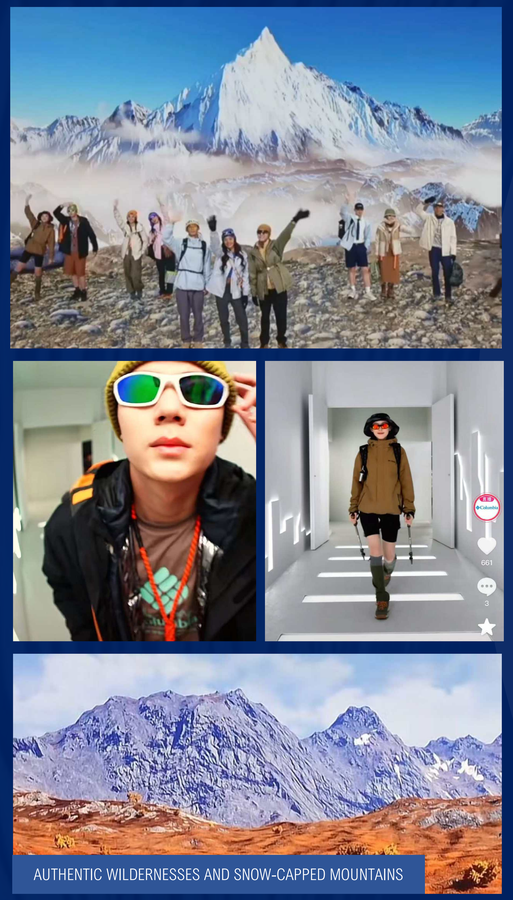
- **Fashion Trend Live Show:** The show featured an outdoor staircase runway and an indoor stage, with celebrities and KOLs showcasing "Yadan Style." @Huang Ling performed live, with exclusive streaming on @Douyin E-commerce and @Douyin Mall.
- **Online Interaction:** Douyin launched #DouyinFashionNewArrivals, with celebrities and KOLs posting promotions. A "Yadan Style" shopping page drove engagement.
- **High Engagement:** The show reached 17M+ views, 40K+ average live viewers, and 360M+ related social media views.

Trend 3 Insights Outdoor & Lifestyle

BRANDS	INSIGHT
PEACEBIRD	PEACEBIRD's collaboration with Bram Van Diepen for the "Nature As Teacher" collection brought nature into fashion by recreating a volcanic landscape for the live runway show. This immersive setup highlighted the collection's natural inspirations, while influencer engagement amplified the brand's connection with its audience, creating a compelling and authentic experience.
KOLON SPORT	KOLON SPORT's collaboration with Douyin for the "Nature Holds the Answer" live runway show took place in a real wilderness setting, with models walking through forests and lakes. The immersive performance brought the outdoor camping lifestyle to life, strengthening the connection with the audience and creating an authentic experience that blended adventure with fashion.
HEYTEA	HEYTEA's 2024 Annual Gala "Feathered Body Slimming Show" highlighted a live-streamed runway that integrated different plant-themed spaces, using avant-garde imagination to bring health-conscious fashion into reality. The event emphasized the concept of healthy eating, drawing inspiration from superfoods like Kale to promote wellness through its designs.
DOUYIN	Douyin Mall's "Douyin Fashion Week" embraced the "Yadan Style" theme, integrating trendy runway shows with interactive online shopping, fostering a dynamic connection between fashion, celebrities, and the audience. The event's integration of e-commerce and live performances created a highly engaging and immersive shopping experience, driving significant interaction.

Trend 4 Tech & Innovation

Columbia X Douyin：Leverage XR Virtual Tech to Create an Authentic Wildernesses Runway



Columbia X Douyin showroom, leverages XR technology to transform the live broadcast room into breathtaking natural wonders such as wildernesses and snow-capped mountains.

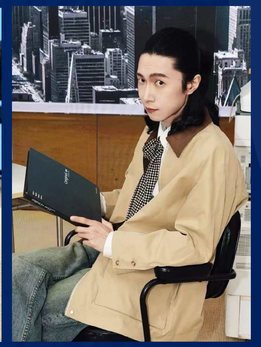
Columbia specially invited outdoor KOLs will showcase their unique fashion charm and outdoor style within virtual settings, dressed in the latest outdoor gear. Viewers can interact in real-time through the Douyin platform.

Columbia is promoting the #Columbia3in1Jacket on Douyin, collaborating with KOLs to create preheat videos about their outdoor activities to drive more attention.

Columbia, in collaboration with the Douyin showroom through the application of XR virtual technology, has surpassed the constraints of Douyin live streaming, delivering a more realistic and breathtaking viewing experience.

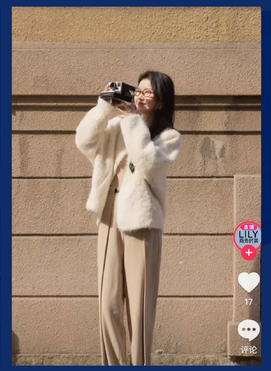
- **Immersive Show Experience:** Transitioning from the city to the outdoors, the stage was set up in the icy wilderness where models navigated through the outdoor setting. Three outdoor KOLs participated in the event, engaging in in-depth discussions and experiencing outdoor activities.
- **Online Promotion:** Preheat TVCs with KOLs were promoted on Weibo, WeChat, Douyin, and RED, initiating the hashtag ##Columbia3in1Jacket.
- **High Engagement:** The campaign reached 32 million views and over over 5,000 disquisition.

LILY X Douyin: Using AI Technology to Create a Dynamic Urban-Themed Fashion Show



LILY X Douyin showroom hosted an AI runway event themed around urban settings, featuring multiple AI cityscapes. By leveraging innovative digital technology and fashion elements, presenting the latest fashion show.

LILY invited its ambassador Victoria Song, and comedian Men Qiang to participate in a Douyin live streaming event to discuss workplace women's lifestyles. Released designer interview video. Posted the new product poster and a livestreaming preheat poster.



Collaborate with Douyin to launch a challenge page, inviting users to engage in discussions about intelligent fashion choices. Publish videos showcasing the daily lives of urban women to attract more discussions.

LILY X Douyin showroom hosted a Douyin live broadcast themed "Urban Skyline AI Runway," utilizing innovative XR virtual technology to provide viewers with an immersive fashion show experience.

- **Workplace Runway Live Show:** LILY, set against the backdrop of urban skyscrapers and offices, invites Ambassador Victoria Song to serve as the host, engaging in a discussion with stand-up comedians about career and fashion stories.
- **Online Promotion:** LILY launched #TheSenseOfIntellectualEase campaign on Douyin, with challenge page to invite users share their style. Collaborating with Victoria Song to release promotional videos and invite viewers to join the live show.
- **High Engagement:** The campaign generated over 15 million views across platforms.

AIGLE X Douyin: Virtual Technology Blends Outdoor and Urban Cross-City Slow Travel

Using virtual technology, French and Chinese models guide viewers through a unique urban journey, from Paris to Shanghai, showcasing AIGLE's classic quality and the brand's "once you step outside, it's outdoor" attitude.

The scene features AIGLE's iconic handmade rubber boots, with models using bicycles, coffee cups, and cameras, creating a relaxed city walk vibe. KOL Linda 李静 joins to demonstrate outfits and discuss the brand's spirit. Viewers can purchase the same items via pop-ups.

AIGLE launched the #AIGLENatureJourney campaign on Douyin, sharing promotional posters and countdown videos, highlighting the autumn/winter collection and the balance between city and outdoor life.

French outdoor fashion brand AIGLE partnered with Douyin for a high-profile runway show, showcasing the brand's urban outdoor style in a virtual studio.

- **Virtual Scene Runway Show:** From Paris' Eiffel Tower to Shanghai's modern streets, the live stream offered an immersive experience of French and Chinese street style. Fashion host Linda shared outfits and discussed the brand's spirit.
- **Online Promotion:** AIGLE launched the #AIGLE自然之旅 (AIGLE Nature Journey) campaign on Douyin, with themed visuals and live countdown videos to promote new products and tech.
- **High Engagement:** The live stream saw a 3.7x sales increase on the flagship store's self-broadcast day, with over 10,000 live viewers and 300,000 total viewers. GMV grew by over 260%, and total campaign views exceeded 1.2 million.

Trend 4 Insights Technology & Innovation

BRANDS	INSIGHT
COLUMBIA	Columbia's collaboration with Douyin leveraged XR virtual technology to create an immersive runway show, transforming the backdrop into wild landscapes and snow-capped mountains. This innovation brought a heightened sense of realism to the show, blending the outdoor spirit with cutting-edge technology for a unique viewing experience.
LILY	LILY's "Urban Skyline AI Runway" leveraged advanced AI technology to create a dynamic, shifting backdrop that reflected the fast-paced, ever-evolving nature of city life. The event focused on career women's lifestyles, using AI-driven environments to engage with discussions on work-life balance, success, and empowerment, aligning with the brand's commitment to modern, versatile women.
AIGLE	AIGLE's collaboration with Douyin used virtual technology to seamlessly connect urban environments, creating an immersive experience that bridged the streets of Paris and Shanghai. The show showcased AIGLE's philosophy of blending outdoor fashion with urban living, highlighting the brand's timeless quality and modern style through a dynamic, technology-driven presentation.

Radar Report

The Radar Report is a monthly deck 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: https://resonanceradar.beehiiv.com/

we create resonance

Resonance is an industry leading marketing agency based in Shanghai, China. Our service is "everything digital / social marketing". We've been around since 2008 and have done great work for many of the world's most well-known lifestyle brands. Visit us on the web or email us to find out more