

The AGE
OF ASIA

THE
SOUND

Understanding
& Exploring
Chinese

Luxury
Consumers



Understanding
the **Chinese
Luxury
Consumer**

Undeniably, and *thrillingly*, we have entered the Age of Asia.

We are living through a time of huge expansion and growth in the global significance and power of Asia.

Very much at the heart of this ‘supercontinent’ and its success is China.

As such, it is critical for *all* global brands to meaningfully, respectfully, and empathetically understand the extraordinarily diverse and nuanced population that is China.

Since our infancy, The Sound has been helping our partners and clients to succeed in China.

China is ascendant.

China is in a period of total evolution, innovation, confidence and patriotism.

Actively engaging throughout the world, both diplomatically, and via heavy investment in business and infrastructure, China is focusing all their energy and resources on achieving global dominance.

Stepping into the vacuum left by other nations, particularly the United States, it is imperative to enter the Chinese market with deep, meaningful understanding of this complex market and its ongoing and evolving relationship with luxury.

We believe there are five foundational pillars to understand when seeking to connect with this critical luxury consumer.

Generation Tech.



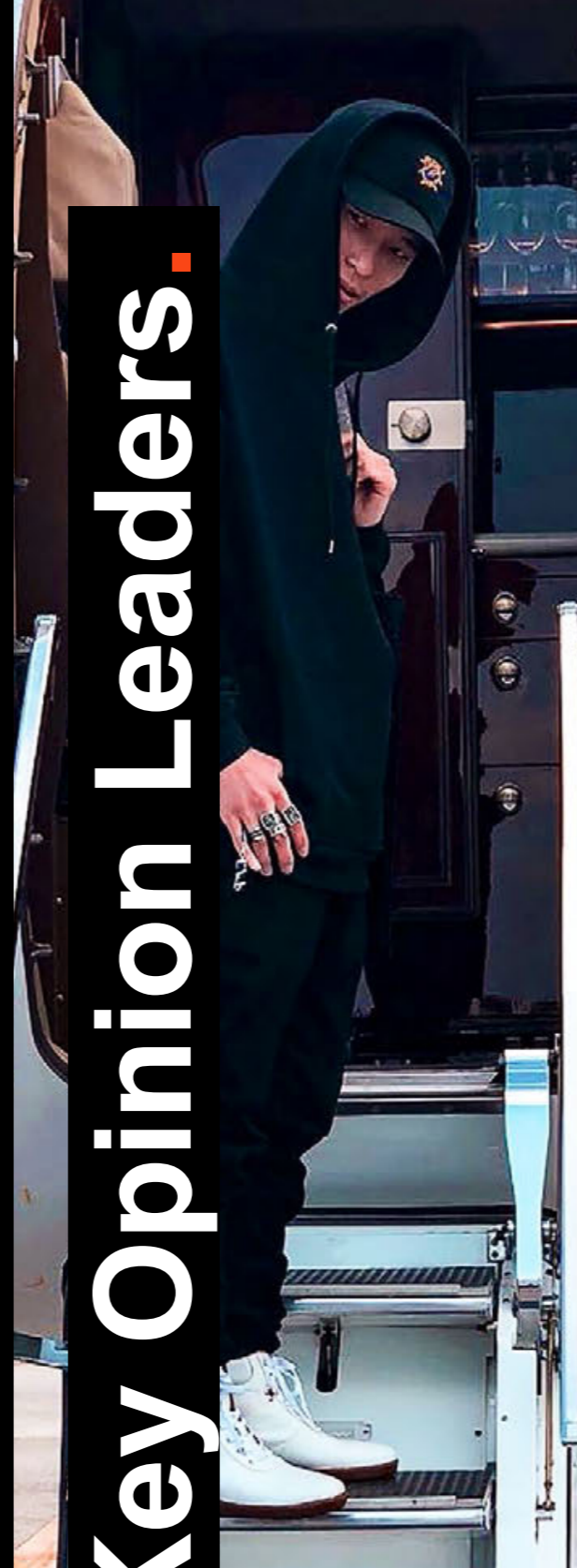
Luxury Codes.



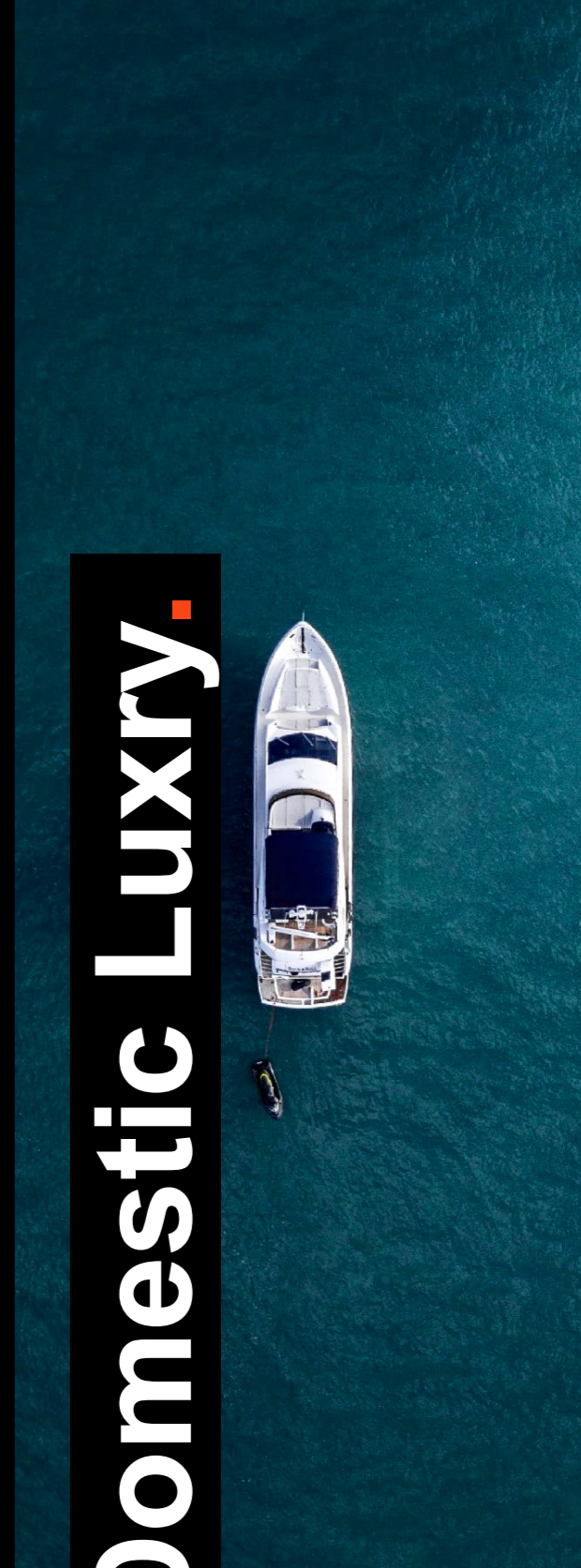
Internal + External.



Key Opinion Leaders.



Domestic Luxury.



Generation Z



Chinese Millennials, are the first generation to be fully born and raised in ‘open’ China. This has had a profound impact on their openness towards technology. Why?

With no previous generational role models to mirror advancement, this generation willingly embraces innovation with gusto, optimism, and a belief in limitless opportunity.

In addition, ‘closed China’ had very few traditional services - retail, banking, telecom - with good processes in place. Therefore the Chinese are **incredibly open-minded to trying new tech** the radically evolves these services.

LUXURY Codes



Despite China's ancient culture, its population's appetite for **luxury is not steeped in tradition or ages-old notions of acceptability or societal 'good taste'**.

In fact, codes within luxury for the Chinese are constantly changing.

Whereas only five years ago, luxury in China was rooted in highly conspicuous consumption in both quality and quantity...

... this is beginning to change, with **increased value placed on subdued and refined product, or luxury experiences and having time for leisure.**

External + Internal



Much like the country as a whole is showing the world **what it's capable of**, its people want to do the same on an individual level.

They're driven to succeed and to manifest that success externally...but this **success also needs to be internally validated** (eg. moving from 'I deserve this to rather 'I earned this').

Badge value still matters, but **luxury is ceding some external markers to the internal.**

In particular, luxury is increasingly called upon to reflect one's ability to afford **free time, wellness, longevity, happiness and very interestingly, influence.**

Key Opinion Leaders



KOLs (Key Opinion Leaders) play a critical role of projecting brand awareness, product desirability and visually reflecting the evolving look of luxury in China.

Due in part to lower trust towards traditional Chinese media, KOLs have emerged as some of the most influential and trusted faces in the country.

And Influencers are more, well, influential, in Greater China than any other region of the world.

Domestic Luxury Brands



Due to the influence from the KOLs, a strong sense of patriotism amongst the population, and all backed up with heavy support from the Chinese government, **Chinese luxury brands are gaining a foothold**

Strengthened by foreign luxury brands entering with weak strategies that feel like copy+paste, lack deep insight, or even reflect gross racism and prejudice (see Dolce & Gabbana!), **international luxury brands are creating space and opportunity.**

Domestic luxury brands are seizing opportunities to fill a void with true, full understanding of Chinese identity today, and subsequently flourish.



THANK

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