

2015 China Luxury Trends



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2015 China Luxury Trend

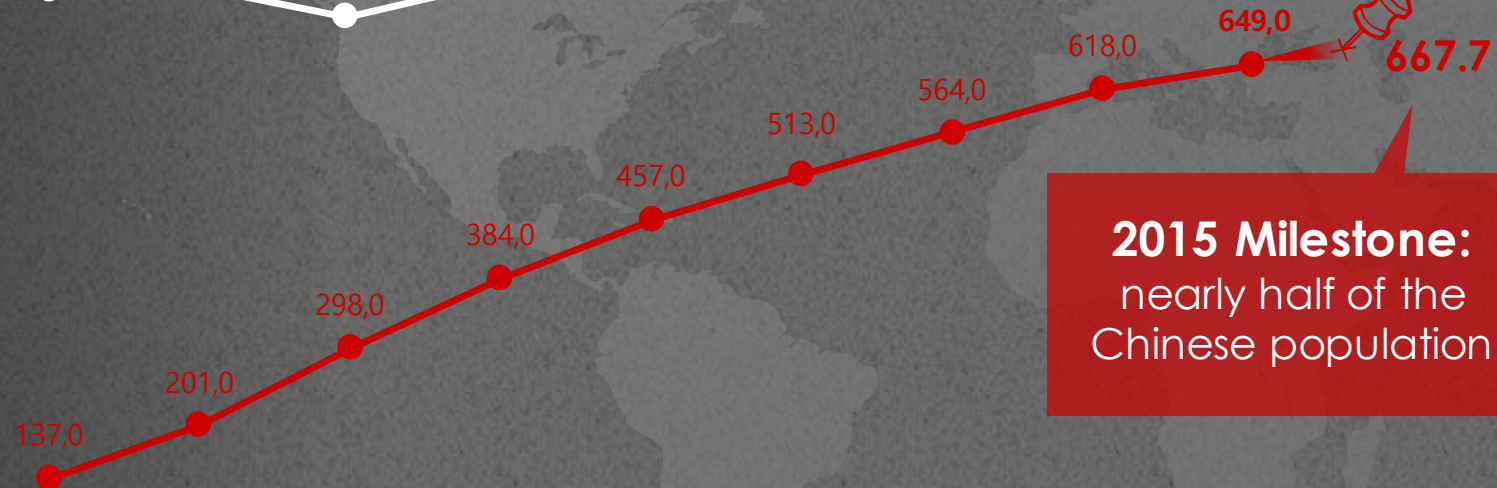
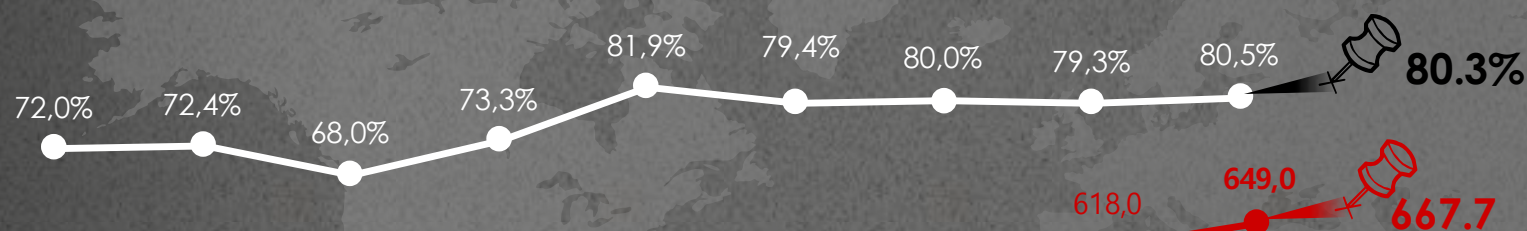
Release on the 26th of October 2015

- 18 months of data (January 2014 to June 2015)
- More than 1 billion spontaneous searches queries analyzed
- 4 Segments covered (Watches, Ready-to-wear, Jewelry, Bags)
- More 80 brands included
- Exclusive data and indicators (search volumes, Click-through-rate, mobile share, breakdown by keywords)
- Strategic dimensions analyzed (gifting trends and seasonality, influencers and Key Opinion Leaders)

Digital & Search Engine Market in China

2006-2015 China Search Engine Penetration

Unit: %

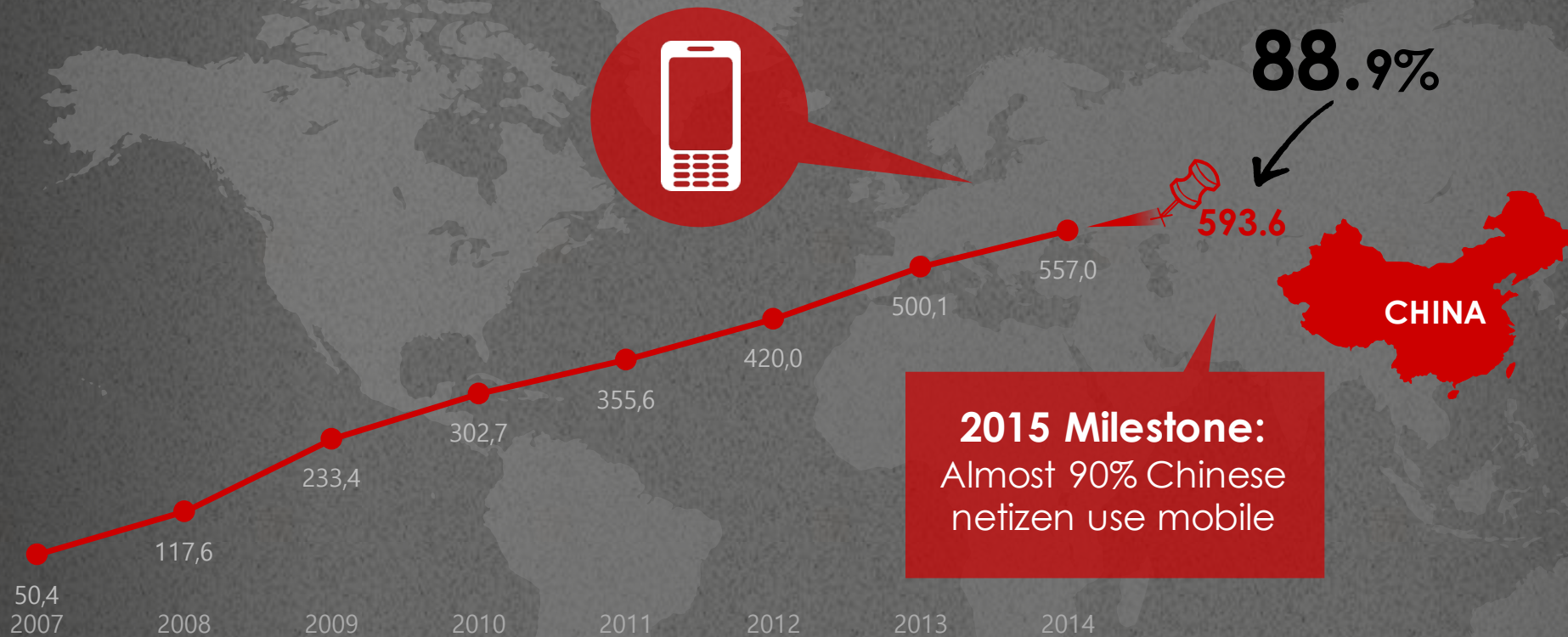


2015 Milestone:
nearly half of the
Chinese population

2006-2015 China Netizen Population

Unit: Million

Mobile Search Trends in past Decades



2007-2015 China Mobile Netizen Population

Unit: Million

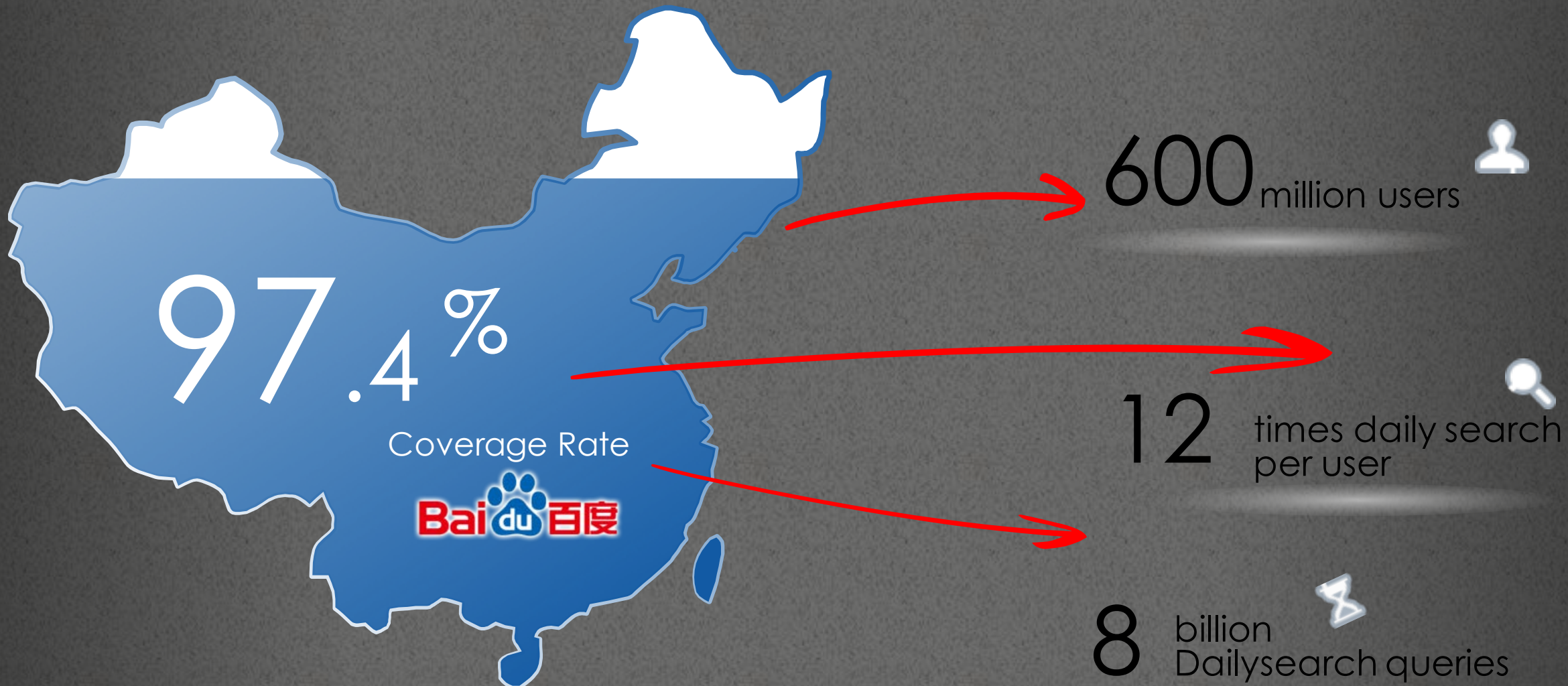
2015 Milestone:
Almost 90% Chinese
netizen use mobile

88.9%

593.6

CHINA

Chinese Search Engine Market



Overview of Baidu Properties



Search Engine



(BAIDU)



Encyclopedia



(BAIKE)



Social Network



(TIE BA)



Q&A Community



(ZHI DAO)



On-line Video



(SHI PING)

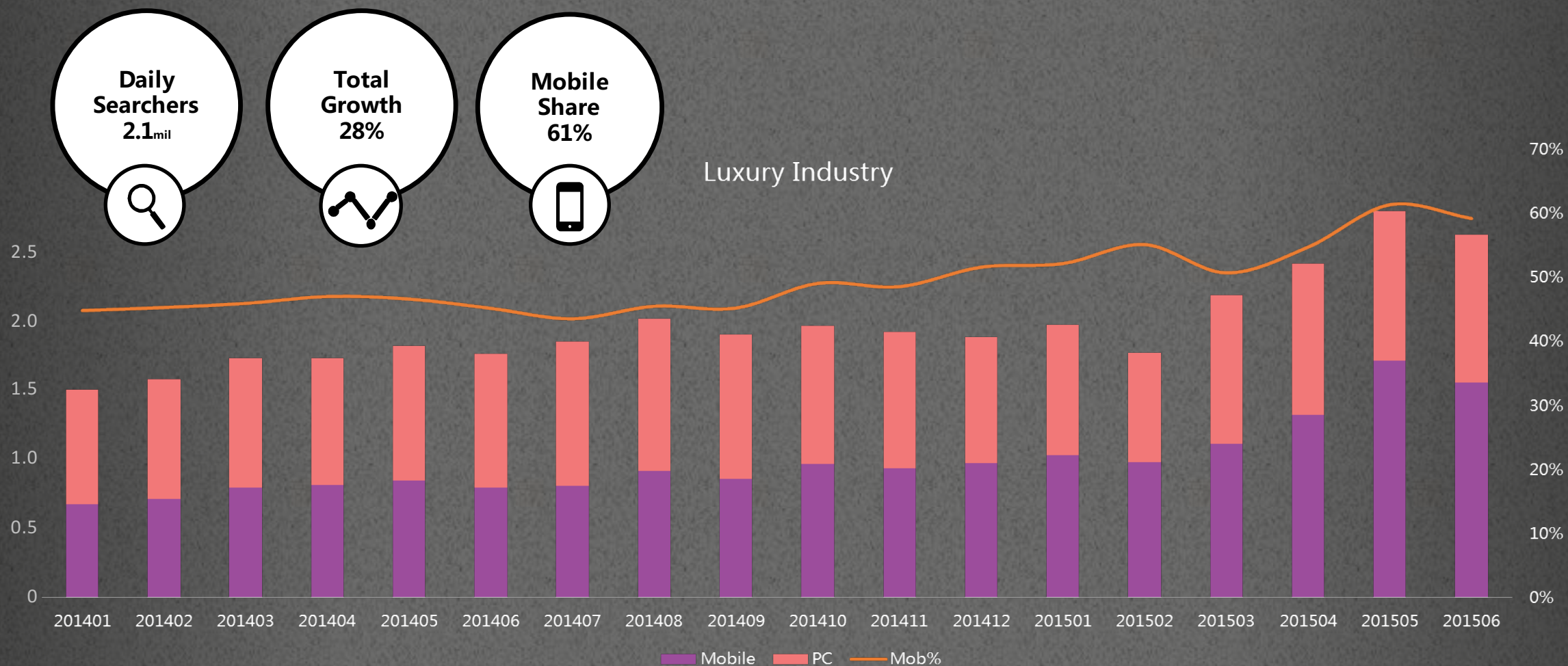


Visual Collection &
Storage



(TU PIAN)

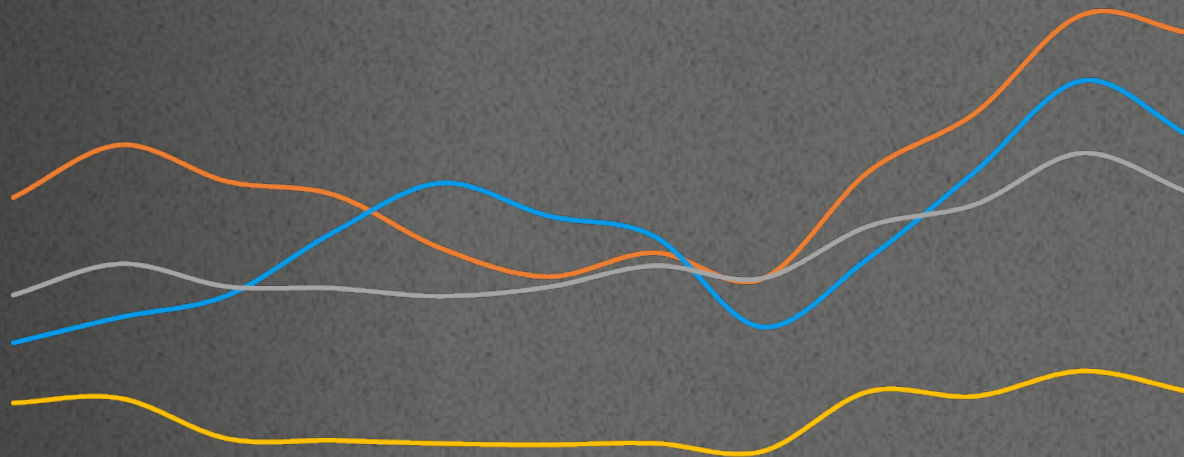
Luxury industry search volume grows steadily at double-digit






Data Source: Baidu TanXing 2014.01-2015.06

Search evolution broken down by segment

- Fashion experiences a stronger seasonality
- Watch remains the most popular segment in overall
- Fashion is not limited to accessories (handbags) anymore



201407 201408 201409 201410 201411 201412 201501 201502 201503 201504 201505 201506

	 GROWTH	 MOBILE SHARE	 DAILY SEARCHES
WATCHES	25%	70%	670k
RTW	38%	57%	560k
JEWELRY	9%	62%	540k
HANDBAGS	22%	52%	310k

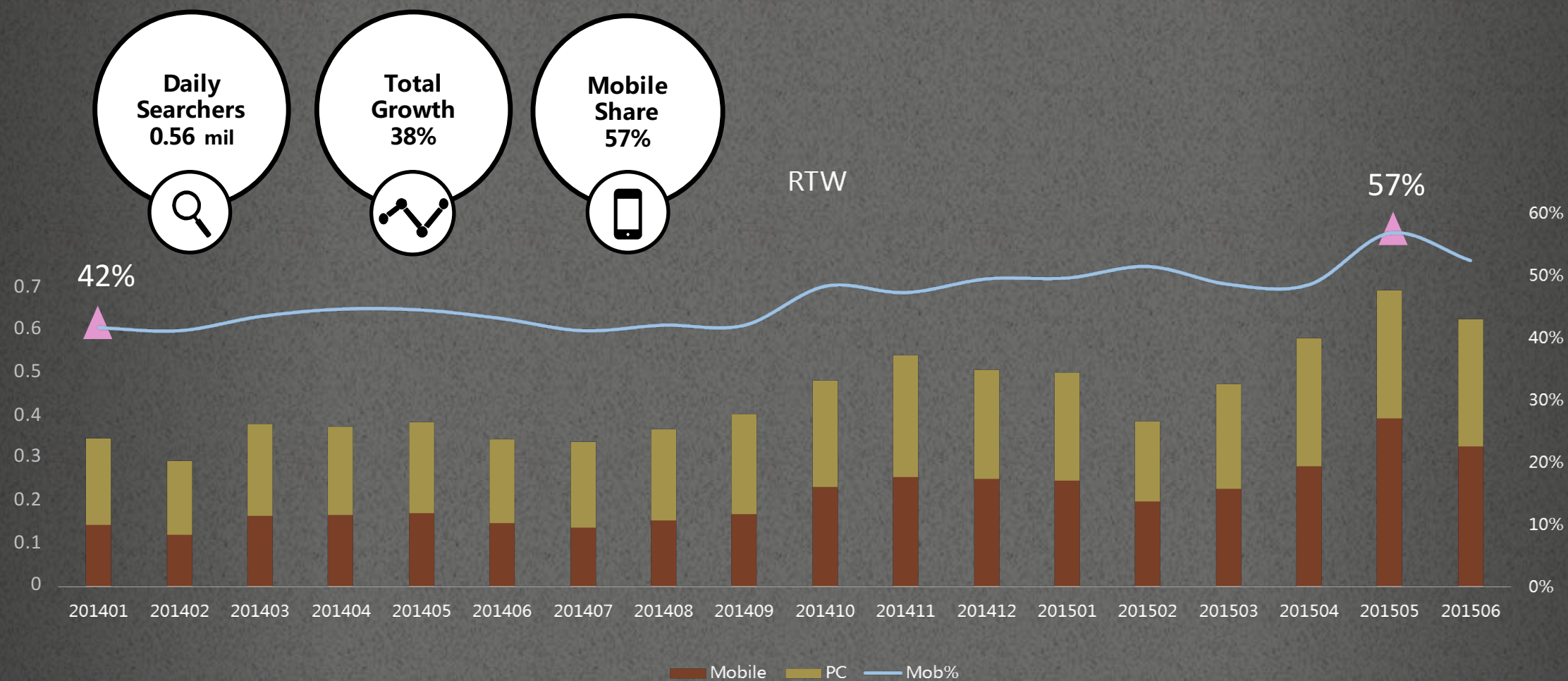
Data Source: Baidu TanXing 2014.07-2015.06

2015 Fashion Trends Preview



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A steady growth observed for RTW with peaks of interest at the beginning of winter and summer



Data Source: Baidu TanXing 2014.01-2015.06

Non-brand keywords take up half of RTW Category
Visual and Educational needs are required by users

Keywords

Non-brand product

57%

Branded

43%

Baidu Most Popular Platforms

Picture

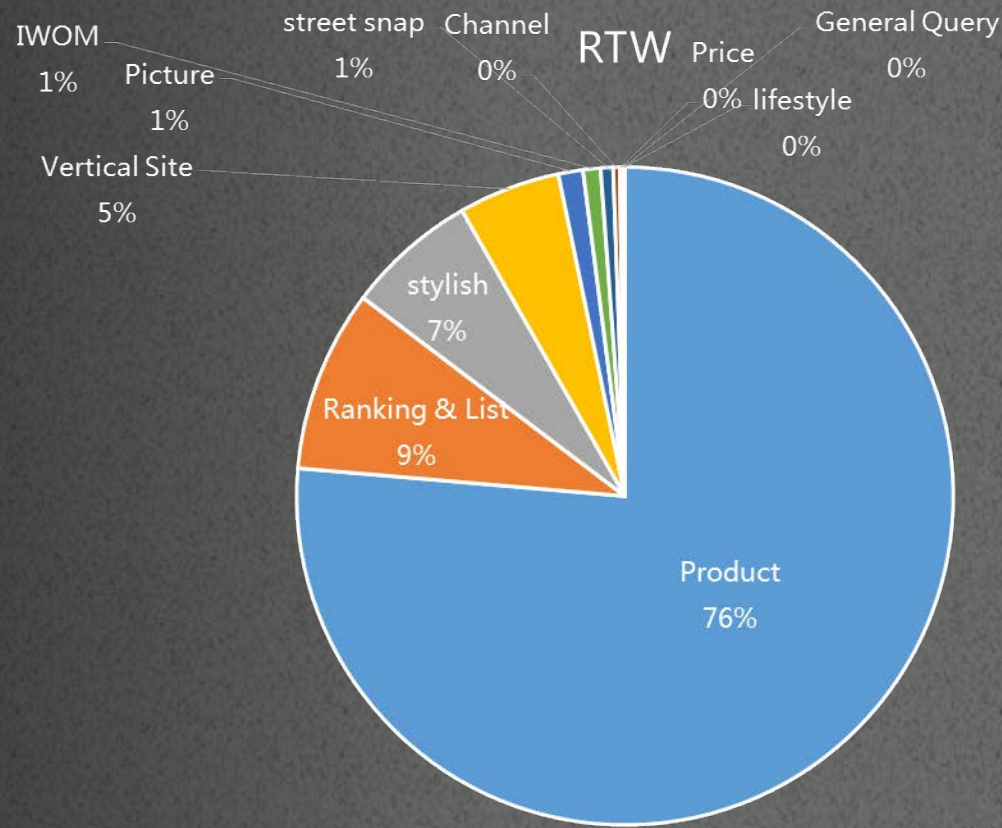
52%

Encyclopedia

23%

(besides search engine)

Key intentions for non-branded searches



Product
内衣/underwear
高跟鞋/high-heels
连衣裙/Dress
牛仔裤/Jeans
羽绒服/Down Jackets
女鞋/Ladies Shoes
制服/Suits
帆布鞋/Canvas Shoes
公主裙/Princess Skirt
鞋/Shoes

Ranking & List
Women Dress Ranking
Men Wear Brands Ranking
Women Wears Ranking
Men Wears Ranking
Women Wear Brands
Which Belt Brand is the best
Down Jackets Brands
Men Shoes Brands
Leather Clothing Brands
Suits Brands

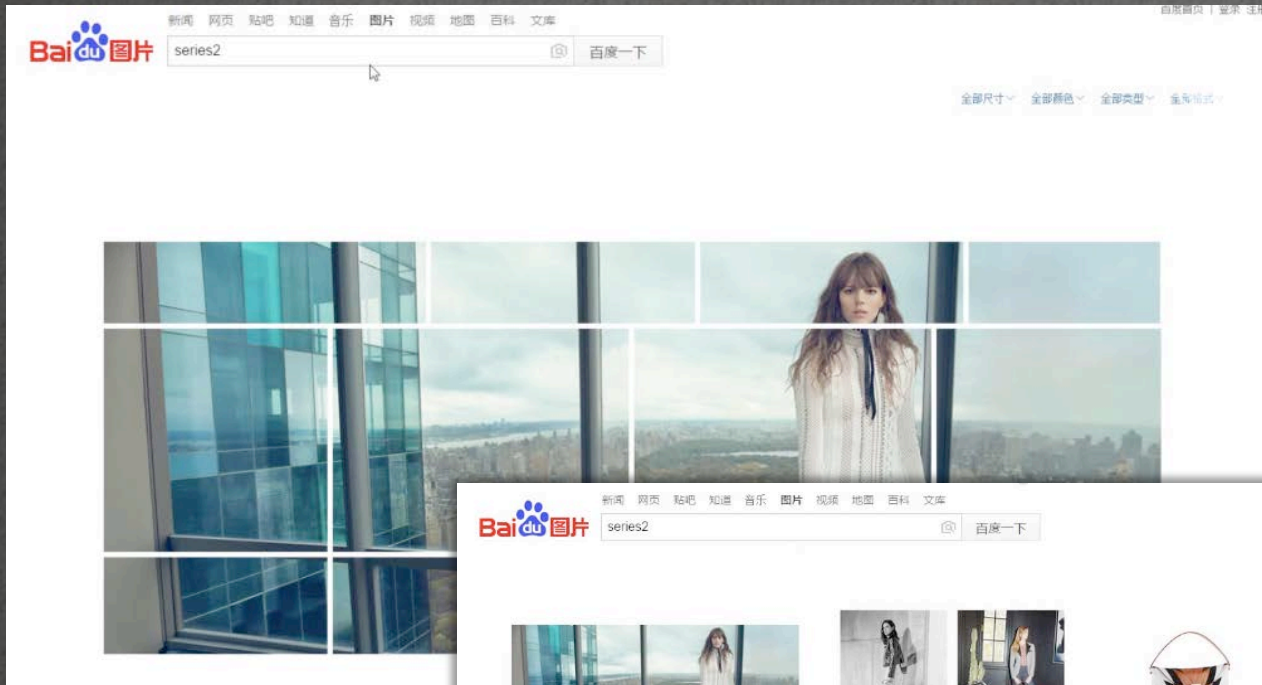
Style
Mix & Match
Cloths Match
Men Wear Match
Trench Coat Match
Accessories Match
Men Stylish Match
How to tie silk scarves
Men Suits Mix Match
Tips on Men Wear Match
Suspenders Match

Vertical Site
明星衣橱/Celeb Closet
服装搭配网/Mix Match web
男装网/Mens Wear
淘宝网连衣裙/Taobao.com
中国男装网/China Mens Wear
服饰搭配网/ Dress Matching.com
网上买鞋/Online Shoes Store
买男装去哪个网站/ where to buy men cloths
男生服装搭配网 / Men cloths Match websites
男装网站 / Men' s Wear websites

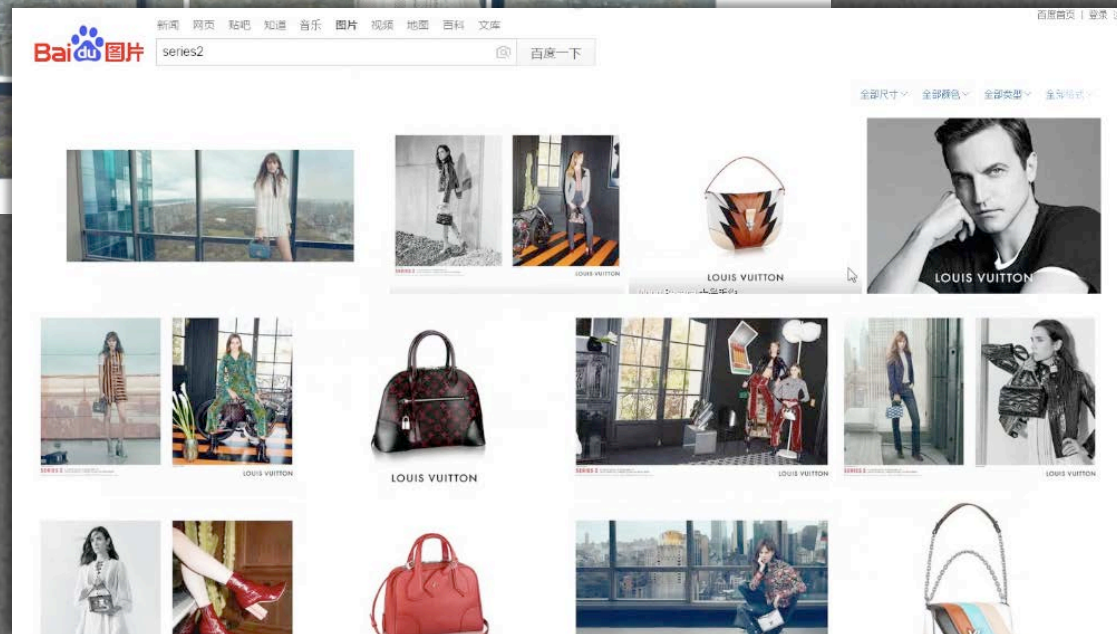
Picture
连衣裙图片/Dress Pictures
裙子图片/Skirt Pictures
服装搭配图片/Collocation Pictures
灰色大衣搭配图片/Trench Coats Collocation pictures
拖鞋图片/Slipper Pictures
女鞋图片/Women Shoes
哈伦裤搭配图片 / Haren Pants Collocation
貂皮大衣图片 / Fur Coat Pictures
西装图片 / Suits Pictures
女式凉鞋图片 / Women Sandals Picture

Data Source: Baidu TanXing 2014.07-2015.06

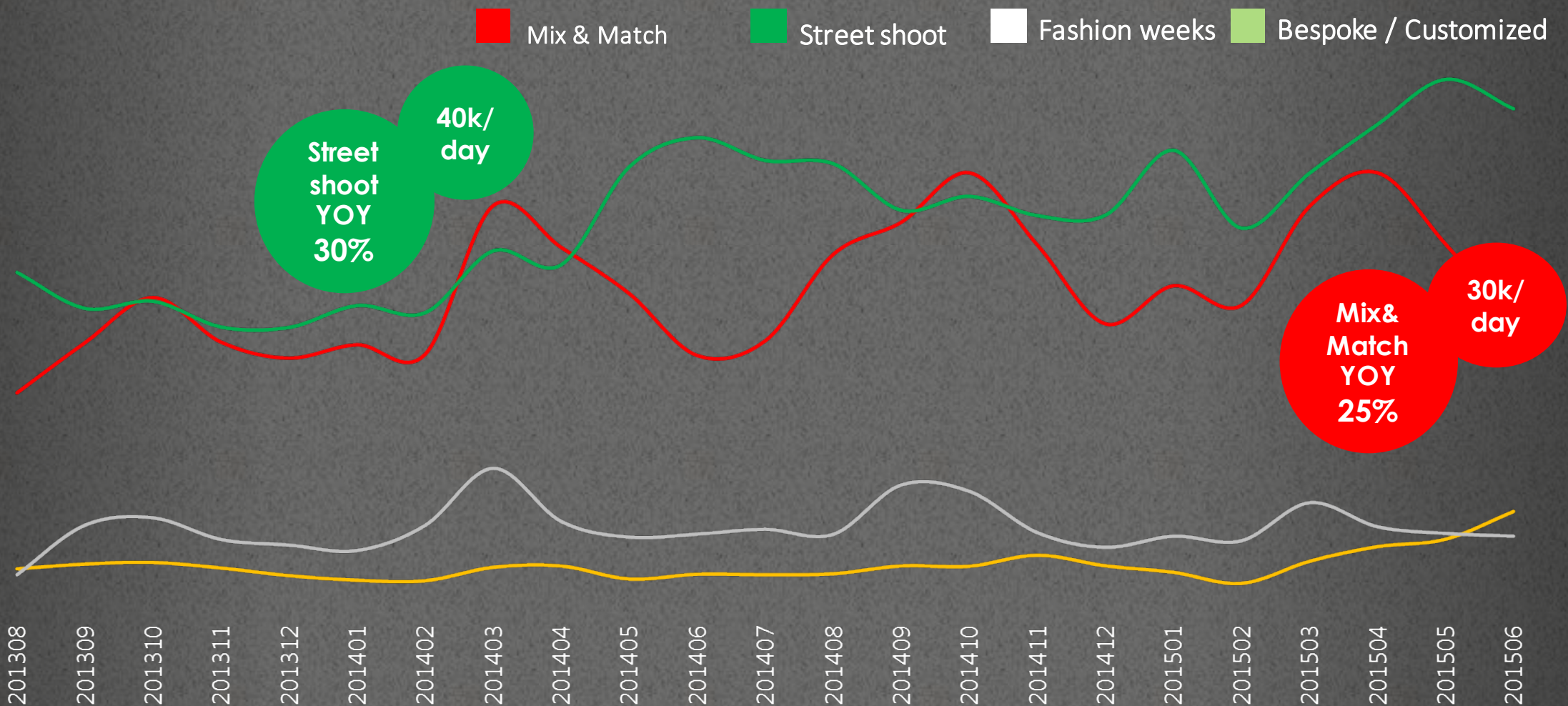
How Louis Vuitton takes advantages of searches for pictures



After a search for «Series 2» on Baidu Images, a mosaic is displayed, showcasing the collection for 3 seconds before displaying various images selected by Louis Vuitton



Fashion users are seeking for more inspiration and lifestyle content

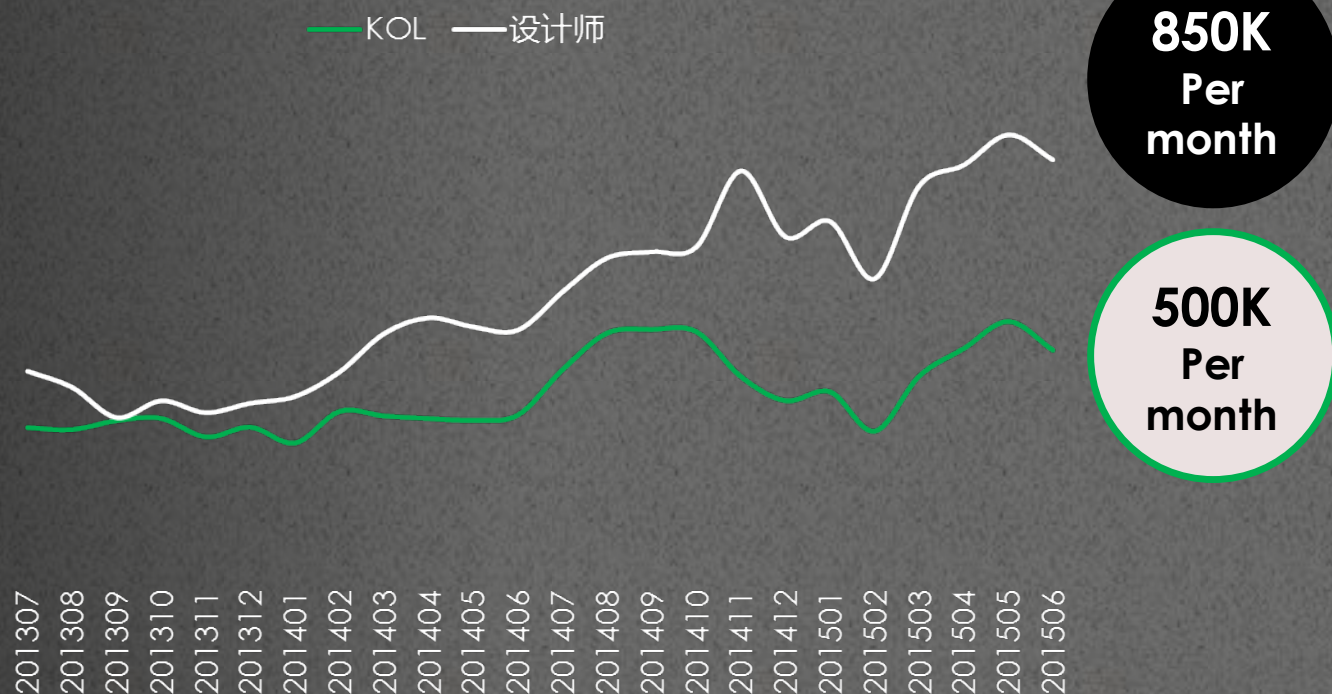


Data Source: Baidu TanXing 2013.08-2015.06

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KOLs and designers are playing a more and more important role

Key Opinion Leaders & Fashion designers



Celebrity fashion is gaining attention greatly in recent years



Data Source: Baidu TanXing 2013.07-2015.06

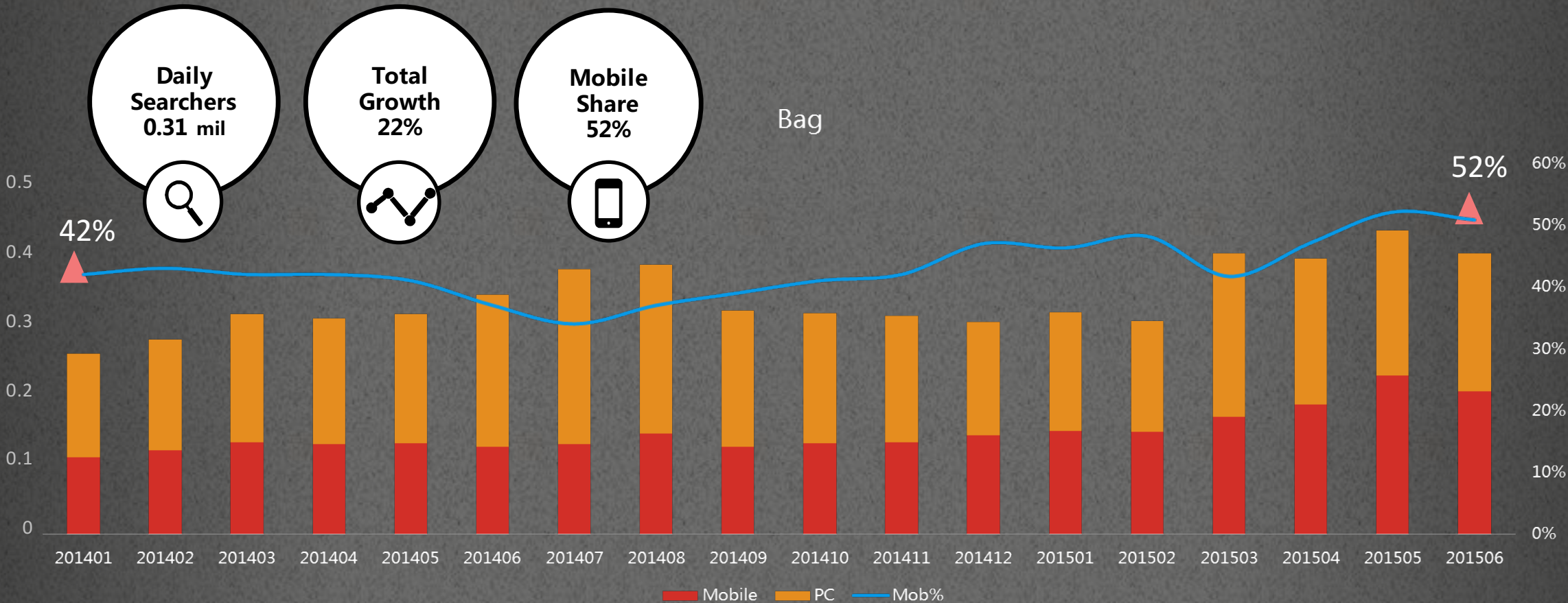
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2015 Handbags Trends Preview



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Handbags search evolution



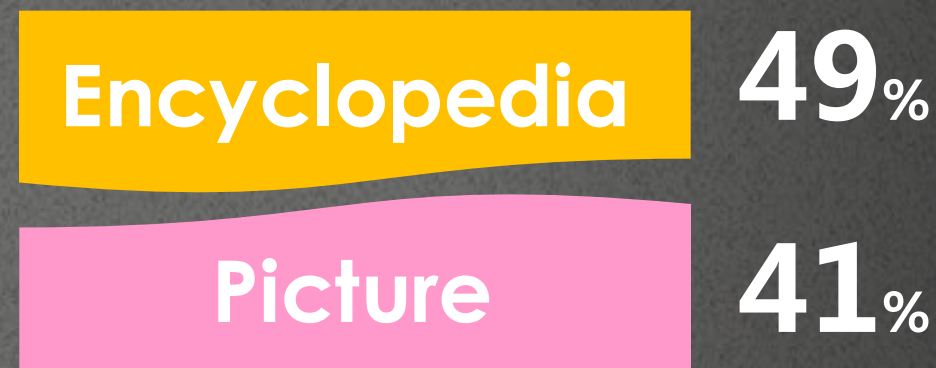
Data Source: Baidu TanXing 2014.01-2015.06

Branded keywords are dominant in Bag Category
Educational and Visual content is required by users.

Keywords

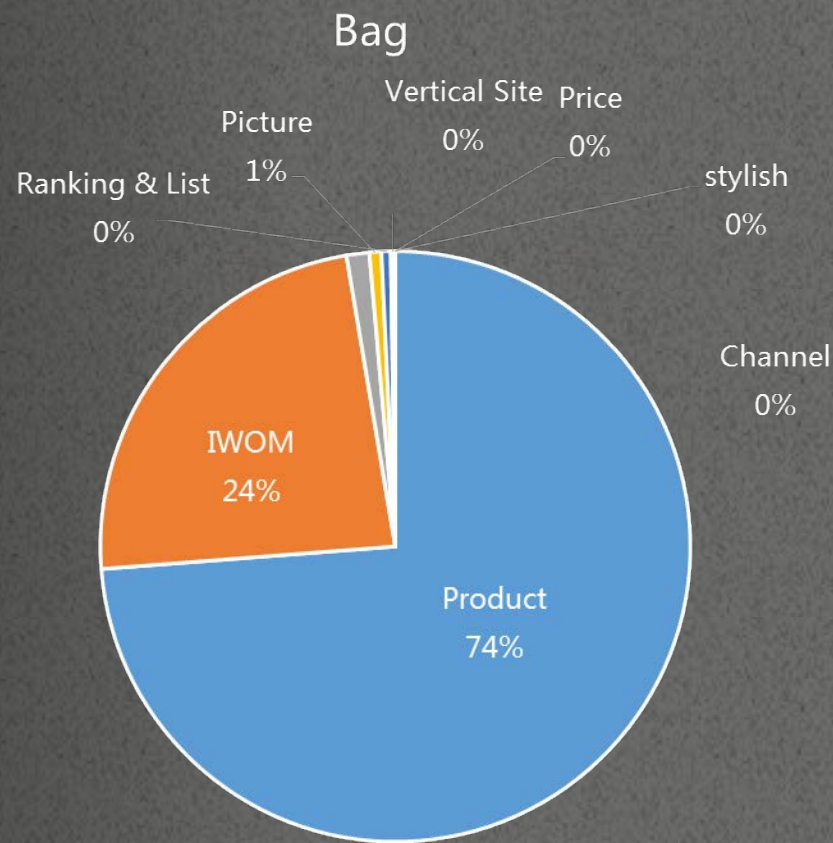


Baidu Platforms



Data Source: Baidu VIP Index 2014.07-2015.06

Importance of word-of-mouth for handbags



Product
包 / Bag
钱包 / Wallet
包包 / Bags
女包 / Female Bag
背包 / Backpack
双肩包 / Backpack
拉杆箱 / Suitcases
行李箱 / Travel Suitcases
皮夹子 / Leather Cards holders
时尚女包 / Fashion Handbags

IWOM
女包品牌大全 / Female Bags Brands
钱包品牌 / Wallet Brands
男士钱包品牌排行 / Men leather wallets Brands Ranking
女包品牌 / Female Handbags Brands
名牌包包有哪些 / what are the famous Luxury Brands Bags?
包包品牌 / Bags Brands
背包品牌 / Backpack Brands
男包品牌排行 / Men Backpack Brands Ranking
皮包品牌 / Leather Bags Brands
男士钱包哪个牌子好 / what is the best man wallet Brand?

How Dior captures the interest expressed

>50%
CTR

Dior 迪奥中国官方网站 [官网](#)

Dior迪奥，由法国**时装**设计师克里斯汀·迪奥（Christian Dior）于1946年创于巴黎，半个多世纪以来，品牌设计不断创新却始终保持着高贵优雅的风格和品位，演绎时尚魅惑，自信活力。在**时装**、**珠宝及手表**、**香水**、**彩妆**和**护肤**领域，迪奥是优雅、卓越与奢华的完美呈现。

[www.Dior.cn](#) 2014-11 - 品牌推广

香氛 | 护肤 | 彩妆 | 女士 | 珠宝腕表 | 男士

Rolling Multi-tab

Fixed Picture + Sub-links

Fixed tab, Containing Video and Weibo





甜美而轻盈的Miss Dior香水的馥郁芬芳, 呈现柔曼的花香气息。

- [迪奥小姐花漾淡香](#)
- [真我香水系列](#)
- [魅惑香水系列](#)
- [桀骜男士香水](#)

Dior MAG | 优酷主页 | 店铺查询 | 联系我们 | 新浪微博

甜美而轻盈的Miss Dior香水的馥郁芬芳，呈现柔曼的花香气息。散发独特的素心兰芬芳，带着爱的气息，呈现极致优雅。

- [Miss Dior迪奥小姐花漾淡香水](#)
- [Dior花蜜活颜丝悦夜间精华乳](#)
- [Lady Dior经典手提包](#)
- [迪奥2014秋冬男装系列](#)
- [Dior VIII Montaigne腕表](#)

分享到:    

Taking Advantage of Celebrities through Encyclopedia pages

新闻 网页 贴吧 知道 音乐 图片 视频 地图 百科 文库

Baidu 百科 鹿晗

进入词条 搜索词条 帮助

charlycallove 商城 消息 百度首页

charlycallove 周笔畅 2015巡回演唱会

首页 分类 特色百科 用户 权威合作 手机百科 个人中心

特色词条

鹿晗

LUHAN | 鹿晗

点这送花 9049800

分享

鹿晗 (LU HAN)，1990年4月20日出生于北京，中国男演员、歌手。2008年，鹿晗赴韩国留学，留学期间在明洞逛街时被韩国SM娱乐公司星探发掘。2010年签约成为旗下练习生。2011年12月27日通过EXO官网公开写真和预告视频与公众见面。2012年4月8日以EXO/EXO-M组合成员身份正式出道，在组合里担任主唱、领舞、门面担当。2013年7月-9月，在组合首张专辑《重口味》录影带上、下两部中担任男主角。2014年6月，出演导演陈正道执导的中韩合拍电影《重返20岁》。8月19日，个人微博单条评论创吉尼斯世界纪录，成为中国中文社交媒体的第一个对外公布认证的吉尼斯世界纪录缔造者。10月10日，鹿晗由代理律... >>>

出生地 北京市海淀区 60kg

明星视频

L'ORÉAL MAKEUP DESIGNER PARIS

CTR
8.6%

新闻 网页 贴吧 知道 音乐 图片 视频 地图 百科 文库

Baidu 百科 李敏镐

进入词条 搜索词条 帮助

charlycallove 商城 消息 百度首页

charlycallove 周笔畅 2015巡回演唱会

首页 分类 特色百科 用户 权威合作 手机百科 个人中心

特色词条

李敏镐

点这送花 722990

分享

李敏镐 (Lee MinHo)，1987年6月22日出生于首尔，韩国男演员、歌手、广告模特。2003年在《玉林的成长日记》初现荧屏，开始了演艺生涯。2006年担任《秘密的校园》男一号正式出道。2009年主演韩剧《花样男子》，获得第45届韩国百想艺术大赏最佳新人奖及第10届KBS演技大赏最佳新人奖。2010年主演韩剧《个人取向》，获第9届MBC演技大赏的优秀演技奖。2011年主演韩剧《城市猎人》，获第4届韩国电视剧大奖最佳男演员奖、韩流明星特别奖及第14届SBS演技大赏十大明星奖、最佳人气... >>>

出生 1987年 (丁卯年) 6月22日 首尔 明星视频

国籍 韩国

人物信息 A型 | 巨蟹座 | 187cm | 70kg

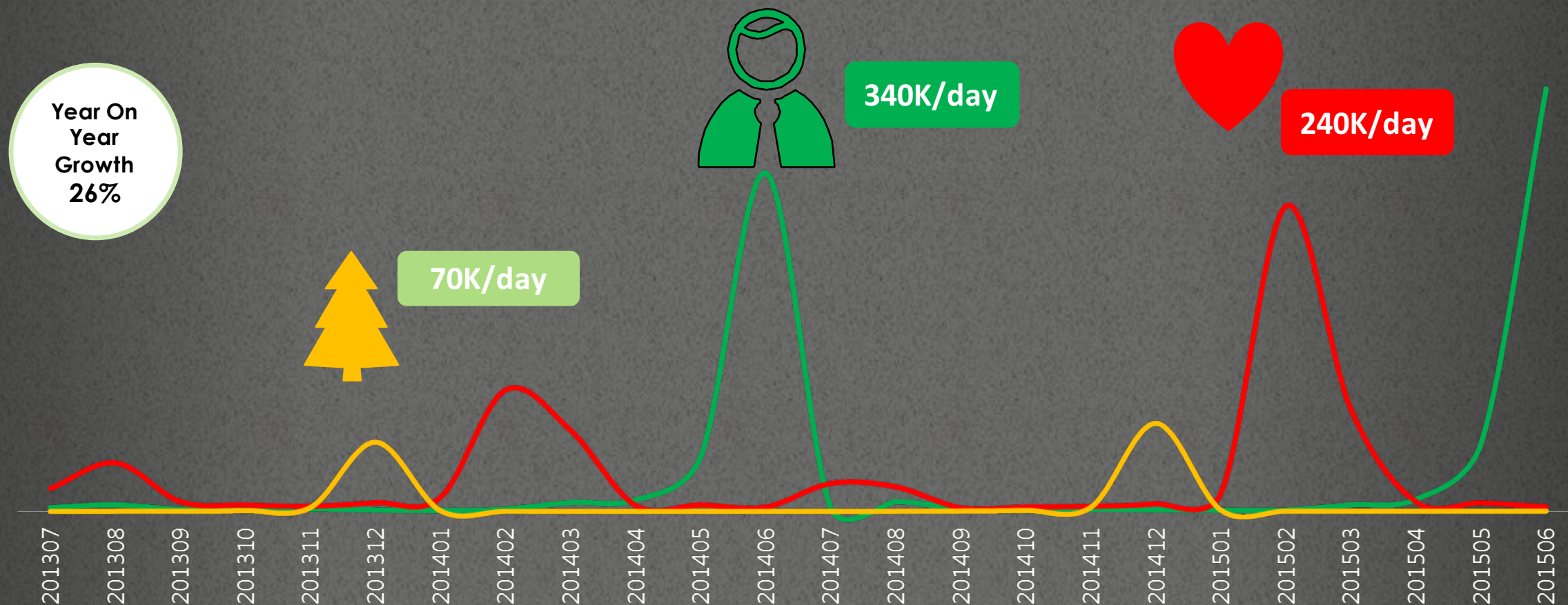
经纪公司 Starhaus Entertainment

innisfree 悦诗风吟火山慕斯面膜

收藏 14622 0

CTR
6~8%

Festivals are becoming a present-giving moment for users



Data Source: Baidu TanXing 2013.07-2015.06

Take Aways

- **Mobile** search is key, mobile experience as well
- **Inspirational** content is required to feed a sophisticated audience
- **Branded** keywords remain highly strategic and must be secured
- **Celebrities and KoLs** are also influential out of their owned channels
- **Key festivals** are not necessarily the ones you think