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CHINA REBORN

ONLINE EVENT
01-03 DECEMBER 2020

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The Great Accelerator

- Category growth accelerates
- Rehomed Chinese luxury spend accelerates
- Reliance on Chinese consumers accelerates
- Digital adoption accelerates
- Importance of non-traditional luxury centers accelerates



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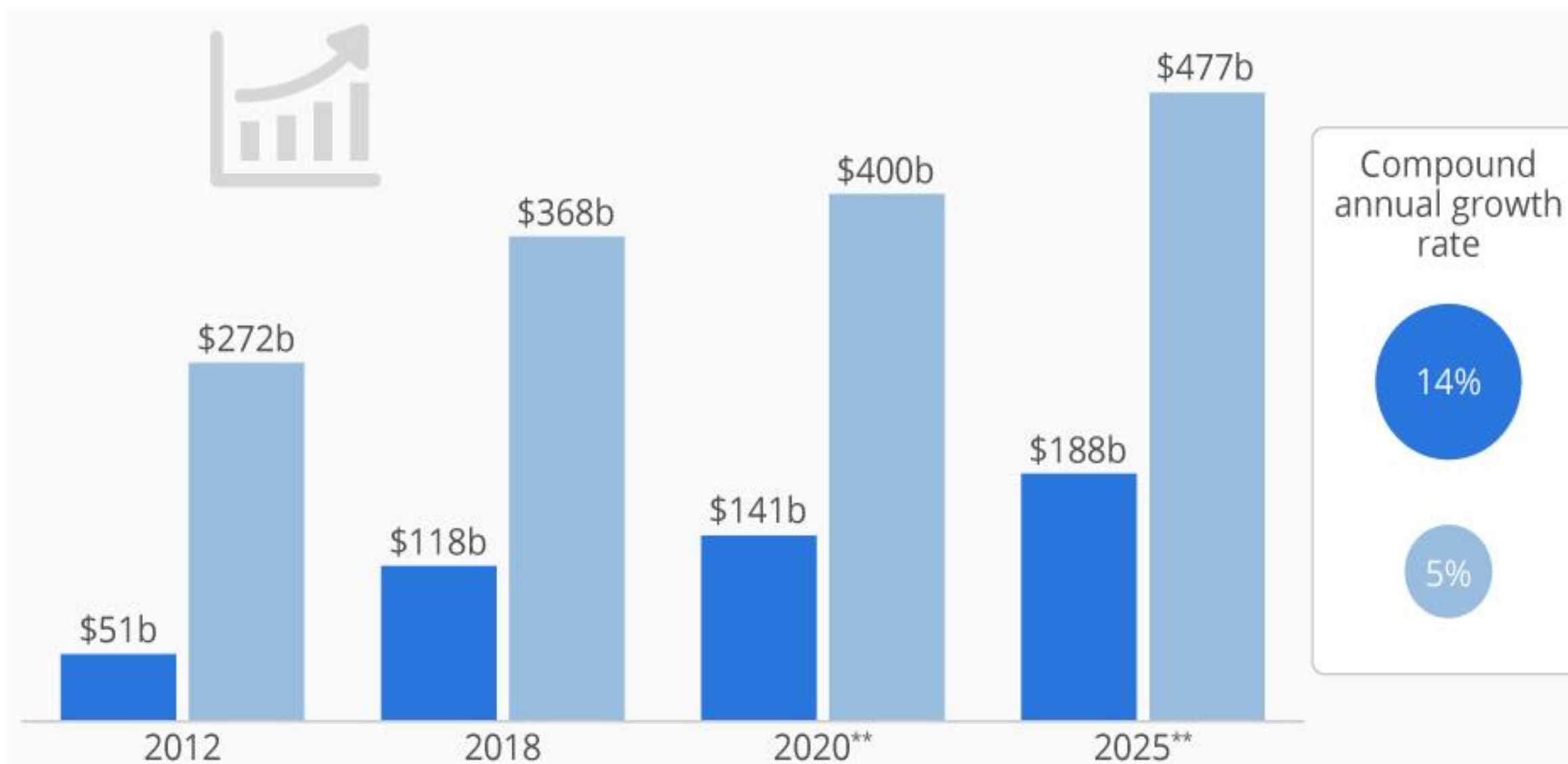
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What Rehomed Spending Means for Brands

- A need to re-examine the physical Chinese store network
- Reaching Chinese consumers in China
- Reaching domestic traveling consumers
- Balancing the need for reaching travelers with domestic daigou concerns



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