

EMBRACING GENERATION Z IN CHINA

Grace Zeng | 2022 03 29



BABY BOOMERS



BORN BETWEEN
1965-1980

MILLENNIALS



BORN BETWEEN
1995-2010

GENERATION X



BORN BETWEEN
1946-1964

GENERATION Z



BORN BETWEEN
1981-1994

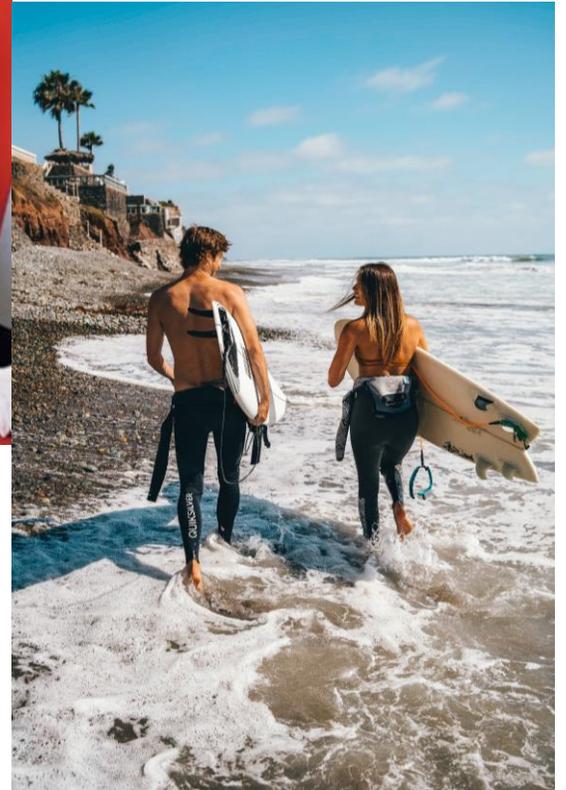
GENERATION Z "post-95s" and "post-00s"



Easy to be influenced by all kinds of **information**



Rather to spend money on **experiences** than **products**



With a more **global perspective**



With a strong **personality**



LOOKING FOR
UNIQUENESS:
PRODUCT
CUSTOMIZATION



PURSUING
EXPERIENCE:
VIRTUAL FITTING
ROOM



PLAYING WITH
SOCIAL MEDIA:
LITTLE RED
BOOK

THE
ALL-NEW
WFJ DUTY FREE

THANKS

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