

METaverse FASHION IN THE SPOTLIGHT: TAPPING INTO THE EMERGING TREND OF CHINESE METaverse FASHION

In recent years, Metaverse became one of the buzzwords, a concept linked with technologies such as augmented reality (AR), virtual reality (VR), artificial intelligence (AI), and the Internet of Things (IoT) and has elevated buzz in countries such as China. According to iiMedia Research, a survey conducted in 2021 among Chinese netizens, over 70 percent of respondents stated that they had a sufficient understanding of metaverse, the most popular applications were game IP avatars, followed by personal and community virtual spaces.

Riding on the growing popularity of the metaverse, fashion brands can now interact with consumers in more diversified touchpoints, bringing new virtual shopping experiences to the industry. According to China Metaverse Investment and Financing Data Report, China's metaverse industry has received at least USD 780 million investment in 2022. With the emergence of the metaverse, Chinese fashion brands can engage their customers more digitally and creatively.

Based on iAudience data, we have traced and profiled Chinese netizens who browsed the Chinese metaverse-related fashion brands, highlighting their audience profiles, preferences and online behavior to help marketers identify the current trends in metaverse fashion.

AUDIENCE DEMOGRAPHICS

BRAND SCALE



5.93M

As of 20th Sep 2022

GENDER

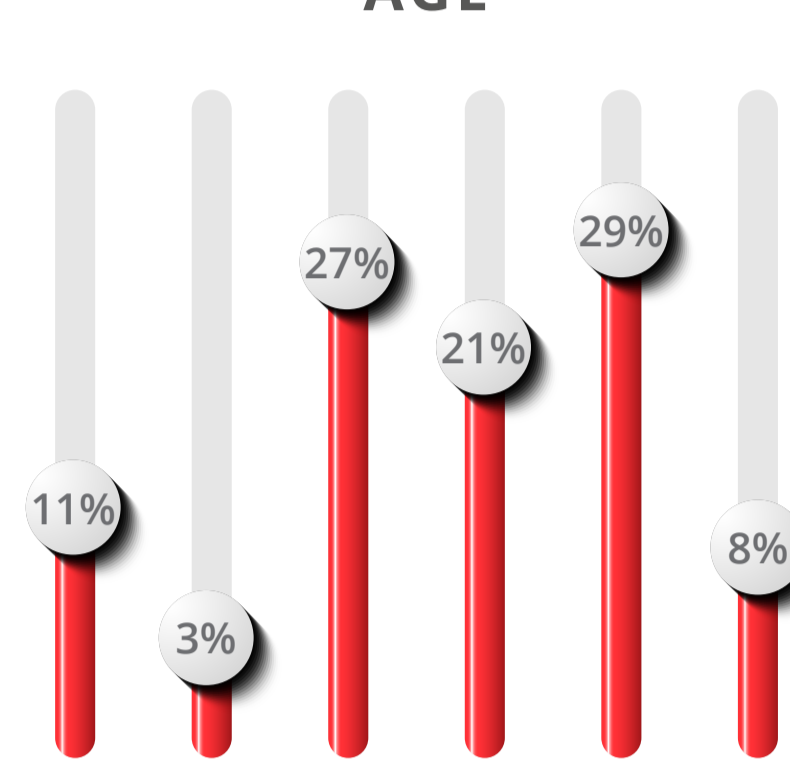


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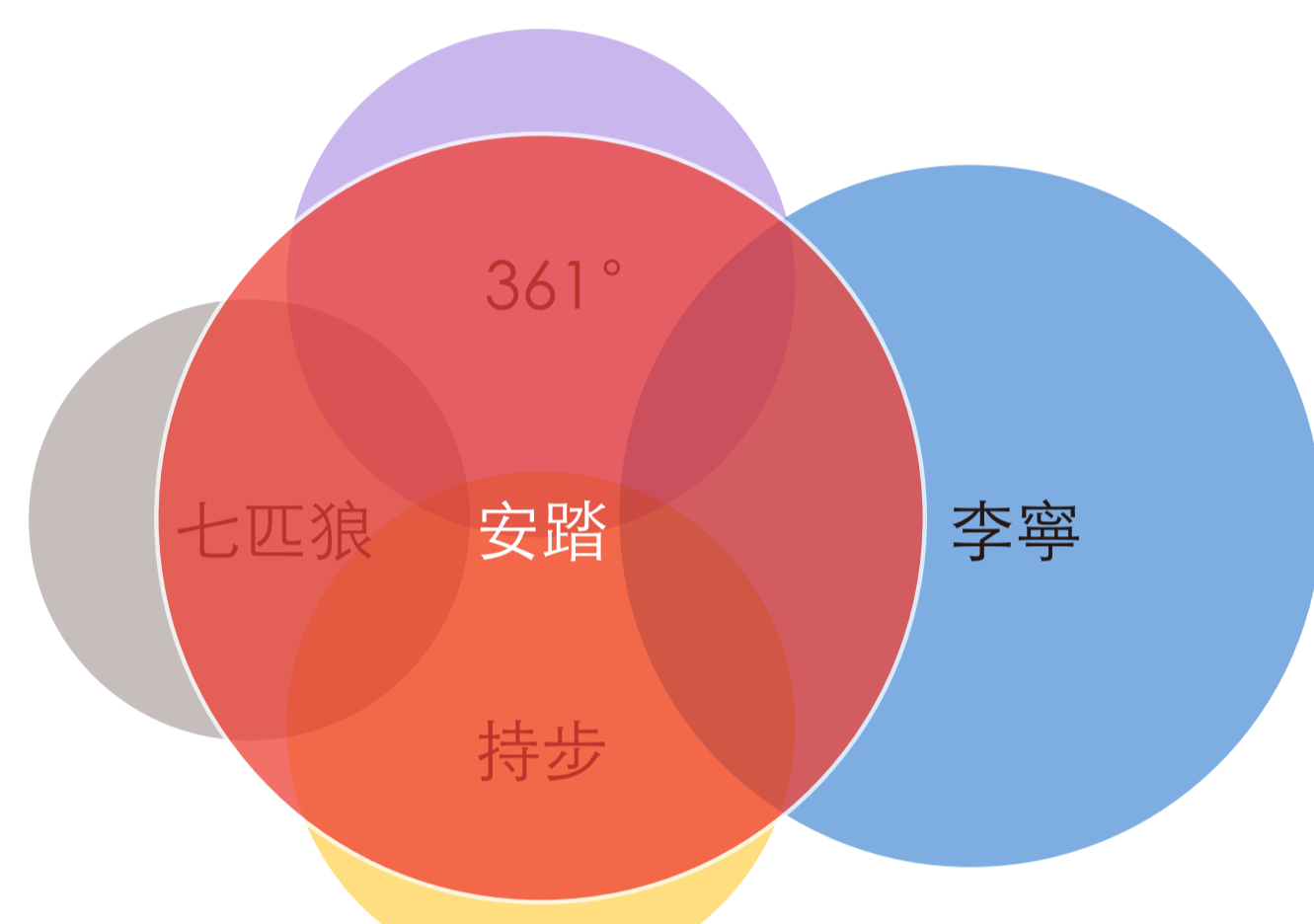


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AGE

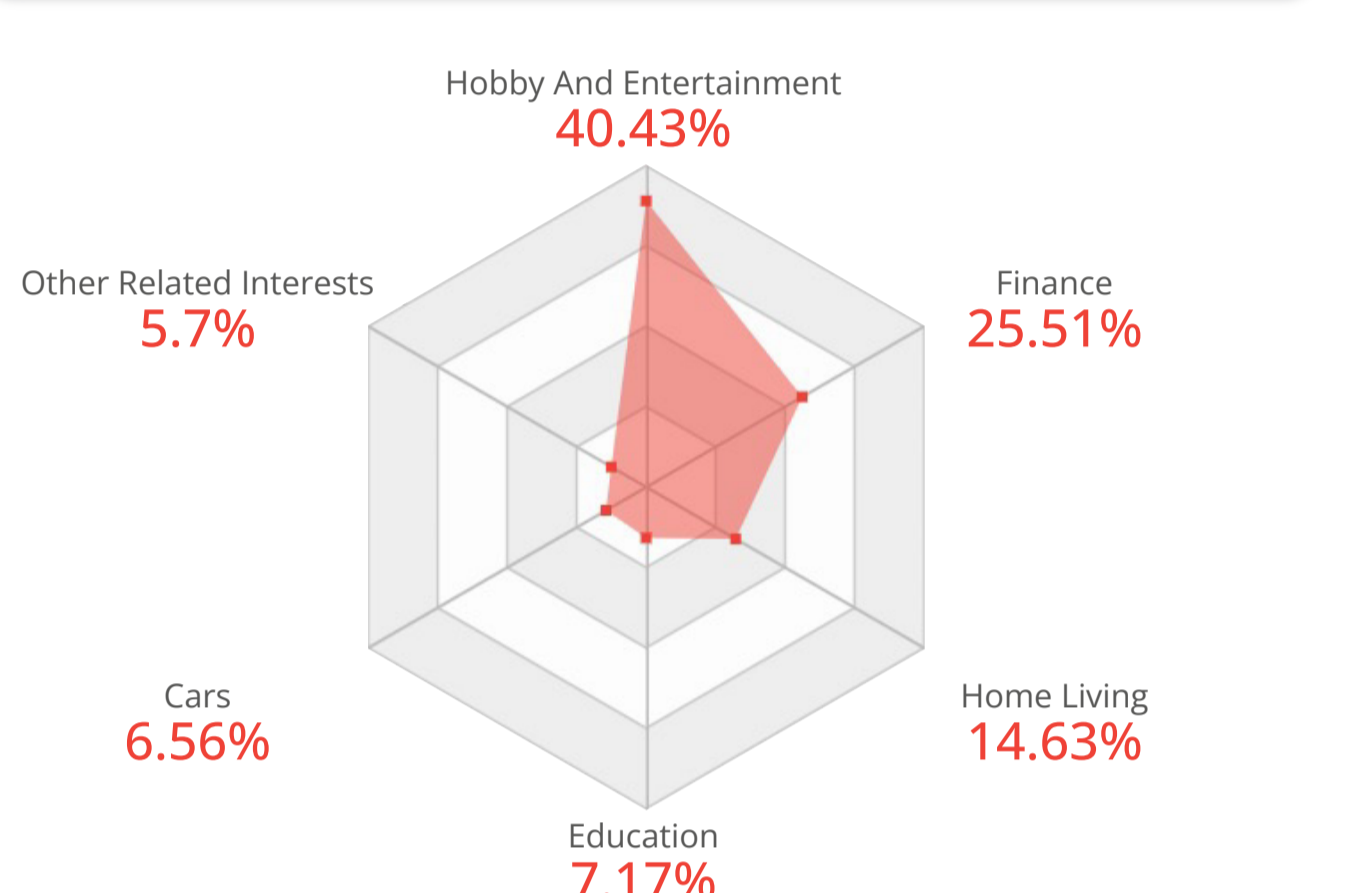


MARKET LANDSCAPE OF CHINESE FASHION BRANDS



● 安踏 Anta	1.99 M
● 李宁 Li-Ning	1.68 M
● 361° 361 sport	831.61 K
● 特步 Xtep	792.09 K
● 七匹狼 Septwolves	637.85 K

AUDIENCE INTERESTED CATEGORIES



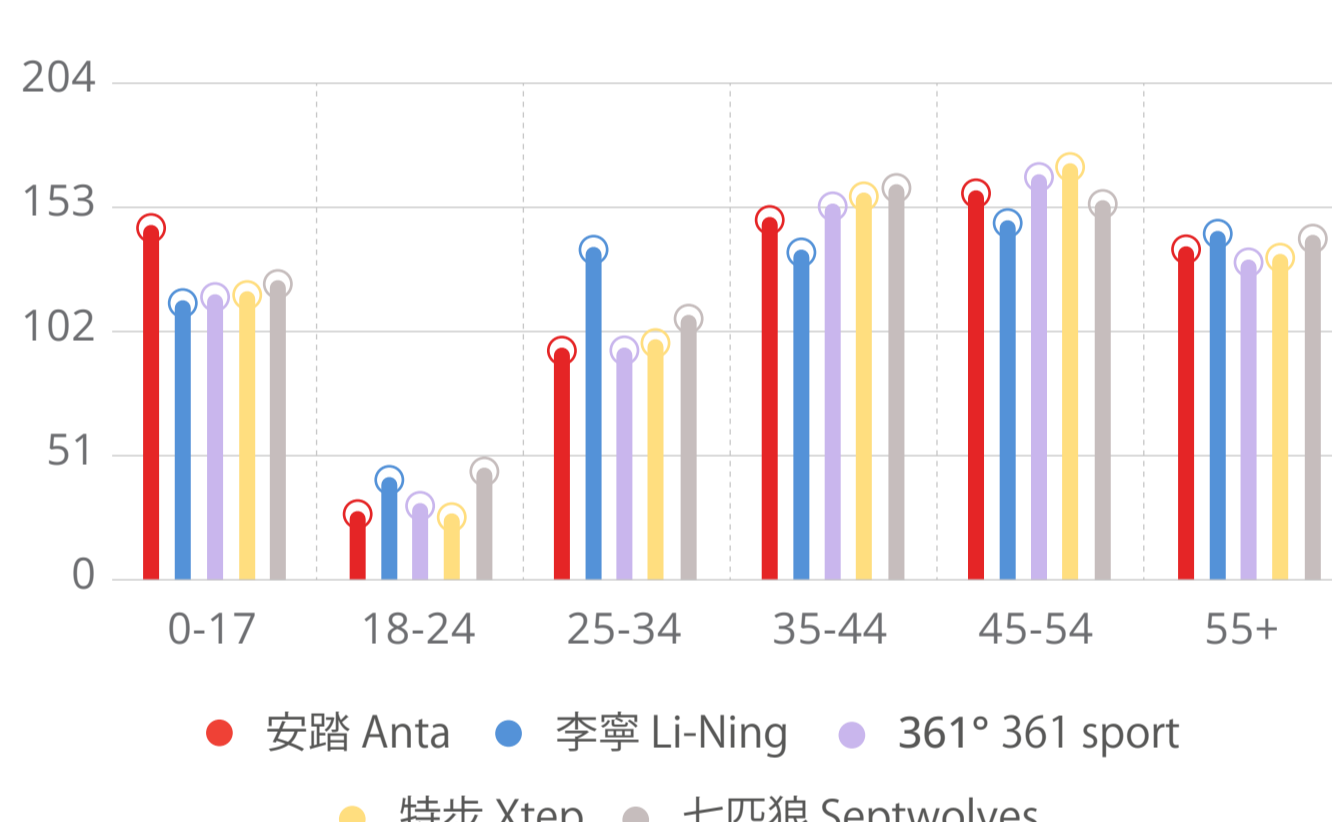
Hobby And Entertainment 1. Hobby 2. Leisure And Entertainment 3. Entertainment Content Type 4. Regional Content Preference 5. Shopper Preferences	Finance 1. Investment And Financial 2. Real Estate 3. Insurance 4. Other Finance And Investment 5. Trust	Home Living 1. Consumer Digital Products 2. Life Service 3. Home Living And Decoration 4. Family Life Service 5. Camera
Education 1. Education Types 2. Pre-School Education (3-5 years old) 3. MBA Education 4. Private School 5. Higher Education	Cars 1. Car Sales 2. Sports Cars	Other Related Interests 1. Travel 2. Ticketing 3. Exhibition And Meeting Ticket 4. Other Travel Transportation

AUDIENCE INTERESTED KEYWORDS

- **Metaverse Fashion:** NFT¹, Crossover², Gimmick³, Virtual Avatar⁴, Brand Ambassador⁵
- **Metaverse Concepts:** Blockchain⁶, Artificial Intelligence⁷, Digitalization⁸, Virtual Reality⁹, Immersive¹⁰
- **Internet Giants:** Tencent¹¹, Alibaba¹²
- **Metaverse Platforms:** HOTDOG¹³, iBox¹⁴, Mints¹⁵, Soul¹⁶



BRAND PREFERENCE INDEX BY AGE



AUDIENCE GEOGRAPHIC LOCATIONS



Source: iAudience Data as of Sep 2022

KEY INSIGHTS ON CHINESE AUDIENCE BROWSING CHINESE METaverse-RELATED FASHION BRANDS RELATED TOPICS

01



On top of Hobby and Entertainment, the audiences are interested in topics related to **Investment, Finance, and Real Estate.**

02



Audiences are attracted by the metaverse concepts that fuse **AI, VR and Immersive Experiences.**

03



Audiences tend to browse and explore NFTs on Chinese NFT platforms. e.g. **HOTDOG, iBox and Mints**

04



Audiences prefer brands that leap into metaverse fashion by launching digital collectibles and introducing virtual brand ambassadors.

