

NEWSLETTER

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Luxury Chains Rebound in China Driven by Improving Sentiment

Improving consumer sentiment and targeted retail expansion are lifting China's luxury market in H1 2026. Heavyweights like LVMH reported accelerated Q2 growth, while Moncler's Asia revenue surged 19% to €592.9 million. Demonstrating renewed confidence in long-term demand, luxury brands opened 45 new stores nationwide in H1, led by Hangzhou. **(China Daily)**

Laopu Gold Shares Plummet \$2.1 Billion on Slowing Revenue Growth

Chinese jeweller Laopu Gold lost \$2.1 billion in market value as its Hong Kong shares dropped nearly 24% following a slowing growth forecast. The luxury brand projected H1 2026 revenue growth of 60% to 66% (reaching 20.5 billion yuan), a sharp deceleration from last year's 251% surge. The slowdown reflects falling gold prices and cooling demand for fixed-priced gold items among Chinese consumers. **(The Business of Fashion)**

China Fines Trip.com Group \$732M for Antitrust Violations

China's State Administration for Market Regulation penalized Trip.com Group (Ctrip) for abusing its dominance in online hotel bookings. The regulator imposed a 3.521 billion yuan fine, confiscated 1.658 billion yuan in illegal gains, and ordered a 122 million yuan merchant refund. Investigations revealed Ctrip enforced exclusive deals and "lowest-price" rules, restricting market competition. **(Xinhua)**

Western Fashion Titles Pivot to China Amid Domestic Print Boom

While Western fashion publications downsize, major international titles—including *GQ*, *The Face*, *AnOther*, and *Dazed*—are pivoting to China to tap into its booming media landscape. Driven by local ownership and a culturally confident Gen Z demographic, Chinese editions are setting new benchmarks in visual creativity, supported by projections that China will account for 35% to 40% of global luxury spending by 2030. **(Monocle)**

Vivienne Westwood Opens First Mainland China Flagship in Beijing

British luxury house Vivienne Westwood has opened its first flagship store in mainland China in Beijing's Huamao district. Spanning four floors, the eco-friendly venue seamlessly integrates full-line fashion retail, a street-level takeaway cafe, a 54-seat European-Chinese restaurant, and a dedicated salon showcasing its exclusive 2026 handcrafted bridal collection. **(Jing Daily)**