

NEWSLETTER

FASHION/PERSONALCARE/LEISURE

31 August - 6 September 2026



Record Travel Demand Drives China's Summer Tourism Boom

China's summer travel season set new records, with civil aviation carrying 151 million passengers (+2.9%) and railways 954 million (+1.17%). Fliggy's domestic hotel bookings surged 66% year-on-year, while Ctrip multi-night stays rose to 64% of total bookings. Demand was supported by 450 million yuan in local tourism subsidies across 30,000 promotional events. **(Securities Daily)**

SHEIN Debuts on Hong Kong Stock Exchange in Year's Largest Fashion IPO

Fast-fashion giant SHEIN listed on the Hong Kong Stock Exchange on September 1, raising HK\$13.214 billion in net proceeds at HK\$48.56 per share in the city's largest fashion IPO of 2026. The listing values the global e-commerce platform at approximately HK\$197.6 billion. In 2025, SHEIN generated \$41.8 billion in net revenue and \$2.06 billion in net profit, serving 273 million active customers worldwide. **(Sina)**

Major Copper and Gold Deposit Discovered in Anhui

China's Ministry of Natural Resources announced a discovery in Anhui estimated at over 1 million tonnes of copper and 200 tonnes of gold. Won by Xizang Yulong Copper for 8.6 billion yuan (\$1.2 billion), the Chating deposit features a main orebody 1.2 km long with a thickness up to 1,371 meters. Located near Yangtze River Delta manufacturing hubs, the find marks a key mineral breakthrough for the 15th Five-Year Plan. **(CGTN)**

Agoda and China Airlines Partner to Launch "StayMiles" Platform

Agoda has partnered with China Airlines to launch StayMiles, a hotel booking platform managed by Rocket Travel by Agoda. Fully integrated with China Airlines' loyalty program, the service provides access to over 600,000 global properties, enabling members to earn up to 10,000 miles per night or redeem hotel stays starting from 1,000 miles. **(Travel Daily Media)**

CNIPA Upholds Prague-Based ALO Jewelry Trademark Against ALO Yoga

The China National Intellectual Property Administration (CNIPA) has rejected an appeal by California-based ALO Yoga seeking to cancel the Chinese trademark registrations of Prague-based ALO jewelry. CNIPA ruled that ALO jewelry provided sufficient evidence of continuous commercial use of the ALO mark for jewelry products in China, maintaining the trademark's full validity and protection. **(PR Newswire)**