ITALIAN TRADE AGENCY

ITA Beijing Office

# NEWSLETTER

## FASHION/PERSONALCARE/LEISURE
## 26 October - 01 November 2026



**China Jan-Sept Cosmetics Retail Sales Rise 6.1%**
China's retail sales of cosmetics above designated size grew 6.1% year-on-year in the first nine months of 2026, with September up 5.4%. Sector resilience was driven by functional skincare, medical aesthetics, and premium fragrances, sustaining demand for high-value products. However, widening market divergence and intense mass-tier competition have heightened brand reliance on aggressive marketing and rapid iteration. **(Vogue Business)**

**Woolmark: 83% of Chinese Consumers Prefer Merino Wool**
A joint white paper by Woolmark and Tmall reveals surging Chinese consumer demand for premium natural fibers and certified apparel materials. The survey highlights that 83% of respondents favor Merino wool over polyester under equal conditions, with 77% viewing fiber composition as increasingly critical. Furthermore, 92% are willing to pay a premium for natural textiles, and 94% prioritize independent ingredient certification. **(China Daily)**

**Chinese Tax-Free Luxury Shoppers Pivot to Korea and Italy**
Global Blue's 2026 report reveals a distinct destination shift among Chinese tax-free shoppers despite an 18% spending drop in H1. While expenditure plunged 47% in Japan, it surged 123% in South Korea. In Europe, Italy bucked broader declines with a 5% rise in Chinese visitors, bolstered by travelers under 28 driving entry-level watch and leather goods sales. **(Luxe.co)**

**Proya Leads Tmall 11.11 Beauty Sales for Fourth Year**
Proya secured the top spot in Tmall's first-day beauty rankings for the fourth consecutive year, maintaining double-digit growth. Lancôme, SkinCeuticals, Estée Lauder, and SK-II followed in second through fifth places respectively. Across the platform, 124 brands exceeded 100 million yuan in GMV within the first four hours, while 14 Taobao Live rooms hit the 100-million-yuan sales mark. **(Sina)**

**Marc Jacobs Partners with I.T for Greater China Expansion**
Marc Jacobs has partnered with fashion retailer I.T Group to accelerate expansion across mainland China, Hong Kong, Macau, and Taiwan. The strategy spans standalone boutiques, shop-in-shops, wholesale, and e-commerce channels. The collaboration leverages I.T's network of over 280 regional stores and digital platforms hosting 400-plus brands to deepen market penetration. **(Vogue)**