



China Lifestyle Newsletter

May 10

China Economy

Chinese Consumers Emerge From the Pandemic More Confident

Morning Consult's China Index of Consumer Sentiment is now higher than it was in October 2019, before the first COVID-19 cases were reported in the country, writes Morning Consult economist John Leer

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Foreign investment in China up 81 pct in 2020 How One Brand Tapped Into China's Booming Duty-Free Market

After years of bullish expansion, the duty-free and travel retail market has been brought to a standstill by the COVID-19 pandemic.

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SHOPPING IS GREAT
BRITAIN & NORTHERN IRELAND

Online Retail

Selfridges to Launch Rental Online

The British department store is expanding a service it first introduced in-store last year in partnership with rental platform HURR Collective.

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Fashion

Learnings from Shanghai Fashion Week

Sustainability lay at the heart of this season's programming. This was seen in material intervention and fabric development, circularity, and upstream trade business promotion.

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China's upcycling trend and the emerging sustainable consumer

Consumers over the age of 30 in China's first-tier cities are beginning to respond to upcycled fashion. But free-spending young consumers in lower-tier cities are the real goal.

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Beauty

Beauty Brands Find Their Funny Bones in China

While most brands rely on the star power of actors and idols whose passionate fans are willing to make purchases in order to support their favorite celebrities, down-to-earth comedians are emerging as the newest faces of global beauty in China.

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How Brands Can Monetize Male Beauty In China

Male beauty is one of China's fastest-growing consumer product segments, and the growth of male beauty product purchasers has surpassed women.

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Home and Lifestyle

Luxury Lifestyles Banned On Little Red Book

China's lifestyle sharing platform, Little Red Book, or Xiaohongshu (小红书), has updated its community guidelines to ban ostentatious displays of wealth among users and will require disclosure of advertisements and sponsored content.

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Pets: The New Code To China's Luxury Fashion Consumers

18-25 year-olds in China are expected to spend 5.89 percent more on pets this year — a higher number than those born after 1985 (3.79 percent) and the national average (3.73 percent);

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Chinese demand for luxury goods prompts new Hainan supply route as the coronavirus pandemic boosts domestic spending

Alibaba's logistics arm is boosting the supply of luxury goods for Chinese shoppers unable to travel, with a new cargo route between Singapore and Hainan Island.

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Mother & Baby

Daigou still slow: Infant nutrition brands driving sales at mother-and-baby stores, e-commerce in China

Strengthening distribution in mother-and-baby stores, complemented by effective local e-commerce and cross-border e-commerce (CBEC) operations will be the way for overseas infant formula brands to thrive in China, with the daigou channel still seeing weak signs of recovery amid travel restrictions, an industry analyst said.

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Culture

China tightens regulation on cultural relic protection.

China has ordered local cultural heritage authorities to better regulate cultural relics protection in accordance with the law, the National Cultural Heritage Administration said Friday.

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Animation

Cartoon and game carnival opens on Nanjing Road

Cartoon and game carnival was unveiled by Shanghai Shimao International Plaza and the organizing committee of China International Cartoon & Game Expo at the Nanjing Road Pedestrian Mall on April 6. It will run until April 27.

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Film

China's movie industry to be boosted by five-day May Day holiday: CICC

The Chinese mainland box office totaled 3.69 billion yuan (\$544.33 million) during the first seven days of the National Day holiday period, the second highest grossing amount in history for the same period, data showed.

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Chinese film "Sister" leads domestic box office

Chinese feature film "Sister" continued to lead the Chinese mainland box office on Sunday, generating 147.4 million yuan (about 22.5 million U.S. dollars), according to figures released by the China Movie Data Information Network on Monday.

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Gaming

Chinese game developers join global battle against climate change

Promising to prepare more than 110 million Chinese gamers to address critical climate challenges within the next 12 months, TiMi Studios, a collective of video game developers under Tencent, Chinese IT giant and one of the world's major video game publishers, announced earlier this month that it has become the latest member of the UN-backed "Playing for the Planet Alliance".

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China first in global boom of esports

China is leading the rapid growth of esports, thanks to the government's support for the booming industry and the high "cultural awareness" of the professional video game competitions, said industry insiders.

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Policy

China to further ease market access for foreign firms in Hainan Free Trade

China is ready to announce soon a series of policy measures for the Hainan Free Trade Port, including a reduced negative list for cross-border trade in services, aiming to further open up a wide range of sectors for foreign firms, including energy, food, electronics and machinery, officials said on Monday.

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Documentary

Documentary about China's first national park debuts

"Our National Park," a documentary series about the beauty of China's Sanjiangyuan National Park, debuts on Documentary TV on Friday night.

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Experience Economy

Theme parks set to be in for the long ride

Nationwide, leading international theme park operators have been eager to enter the market and expand quickly.

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Music

Midi Music Festival to be held in 3 cities during holiday

As a major outdoor music festival launched over two decades ago, Midi Music Festival will be held at three Chinese cities during the upcoming May Day holiday.

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News

2022UK horse racing webinar

DIT Sports team hosted a webinar and published a social media article to introduce UK horse racing industry and expertise. The article and video recording can be found in the link below.

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Spartan weekend challenges adult, young racers

Adult and younger Spartan lovers raced in Ningbo, Zhejiang province, as part of the outdoor games of the province this year.

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Shanghai International Resort to turn zone into 'tourism city'

Shanghai International Resort, which is home to the iconic Shanghai Disney Resort, is looking to build the zone into a "tourism city" by 2035 as it celebrated its fifth anniversary on Monday.

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Kids of all ages getting involved as skateboarding soars to new heights ahead of Olympic debut

As skateboarding prepares to make its Olympic debut this summer, the sport is enjoying a surge in popularity in China, with even kindergartners hitting the ramps to bust their moves.

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Chinese students to have 2 hrs of daily physical activity

China's Ministry of Education (MOE) has called for appropriate school scheduling to ensure that students at the compulsory education stage engage in one hour of physical activity both during and after school hours every day.

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New Oriental Education became the official sponsor for Hangzhou 2022 Asian Game's online education

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Education

Ministry of Education publishes a draft of 'regulations on minors' protection at school' for public comments

The draft is composed of 58 articles covering a wide range of aspects around minor's protection including safeguarding the minor's human rights and the equity of access to education, etc.

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Ministry of Education introduces the notice regarding further strengthening relevant regulation on secondary and primary school students' sleep

The notice emphasises the important role sleep plays in brain, bone, visual and psychological development of children and its connection to effective learning and capacity building.

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Despite stricter rules and market consolidation, the after-class education market is still in full swing

Despite stricter rules introduced by the central government to regulate the market and an increased number of after-school programmes offered by state schools as part of the compulsory education, the after-class training market continues to be at its height.

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A new type of questions in Gaokao

Cross-subject/combined-subject questions have become a new type of question in Gaokao (the Chinese national college entrance exam).

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The Ministry of Education issues suggestion on the effective transition from kindergarten to primary school

The suggestion aims at building a cohesive transition between kindergarten education and primary school education, reverting the prevailing tendency of kindergartens delivering academic courses at primary school level to underage pupils.

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King's College London publishes report on UK-China partnership in higher education and research

The report covers the analysis of UK-China collaboration in research, the impact of international students from China to the UK market, the future of Chinese student enrolment in the UK and China's approaches to deliver world-class education in the global HE system despite relevant barriers and challenges.

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Technical and Vocational Education and Training (TVET)

8 million students shall have no entry to senior high in 2021, resit is banned for Zhongkao (Senior high school entrance examination)

A reform guideline introduced by the Chinese Ministry of Education outlined 3 major changes to 'Zhongkao', the Chinese senior high school entrance examination.

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National Development and Reform Commission introduces measures to regulate project investment of central government budget for the establishment of Public Training Bases

The document defines the nature, objectives and establishing mechanism of the public training bases.

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English Language Training (ELT)

British Council (China) introduces IELTS Prize, the highest prize reaches CNY130,000

In April, the British Council introduces the IELTS Prize. It is the first IELTS official scholarship programme in mainland China.

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Beijing Winter Olympic Language Service Action Plan, priority implementation meeting held at Zhangjiakou

Representatives from the department of language and literal information of the ministry of education, Beijing winter Olympic committee external liaison unit, Beijing municipal commission of education, Hebei department of education, Zhangjiakou municipal people's government, Beijing Language and Culture University, Zhangjiakou college, language commission of Yanqing district and language commission of Zhangjiakou met in Zhangjiakou and discussed further steps to implement the plan.

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New Oriental signs strategic MoU with Universal Studios to introduce famous DreamWorks anime characters to context-based education

The primary school education department of New Oriental signed strategic MoU with Universal Studios to bring famous IPs from DreamWorks to create diverse all-round education products and activities for primary school students in China.

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K-12 Schools

Operational Trends of K-12 after-class education in China

Based on the ‘China K-12 subject education market scale 2018-2023’ published by iiMedia, the Chinese K-12 education has seen a 26% growth in 2021 with forecast growth rate at 12% and 10% in 2022 and 2023.

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EdTech

51Talk acquires online education platform Koala reading

Online education brand 51Talk (NYSE:COE) announces the acquisition of online education platform Koala reading. The company has concluded the final agreement of 100% share acquisition and aims to complete the transaction by mid-2021.

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Beijing New Oriental Kids+ reveals its smart education BOX

At the 79th China Educational Appliance Exhibition, Beijing New Oriental Kids+ revealed its new creation – the smart education box.

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All-round Education

CNY36.4 million sold on its first day, Banma AI art class is a hit

On the first day of its debut, the art class of Banma AI received 20,500 orders, equivalent to CNY36.4 million in sales.

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