

INTERNET

Trends brings “global perspective” to Chinese millennials with branded content

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Chinese consumer uses mobile device

By STAFF REPORTS

Trends Media Group is reaching out to millennial Chinese women with a newly redesigned Web site housing fashion content from U.S. media.

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The site is partnering with five leading media and five top bloggers, giving each a branded channel to reach consumers in their native language on lifestyle topics. As Chinese consumers become more sophisticated in their western fashion choices, these authors will provide access to tips about new brands and trends.

Content curation

The global media partners for **Trends** are luxury glossy DuJour, news site Fashionista, lifestyle humor online publication Man Repeller, PureWow and designer Rachel Zoe's curated The Zoe Report.

Bloggers Aimee Song, Chriselle Lim, Danielle Bernstein, Rumi Neely and Shea Marie will also be featured in their own branded channels.



Screenshot of Trends

These bloggers have been tapped for collaborations with brands, lending their unique perspectives. For instance, Hugo Boss gave consumers multiple perspectives of its runway show during New York Fashion Week through partnerships with five popular style bloggers, including Ms. Neely ([see story](#)), and Dolce & Gabbana expanded ongoing promotions for its limited-edition Light Blue fragrances for men and women by tapping into the blogosphere ([see story](#)).

In a brand statement, Winston Wei, general manager of Trends Digital, Trends Media Group, said, "With the advent of internet and globalization, China's millennials are becoming increasingly sophisticated in their needs of fashion, lifestyle and entertainment content that often reflects Western kinds of modernity and individualism."

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