

MEDIA/PUBLISHING

## China Galerie leverages WeChat to further branded content's reach

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*China Galerie issues are published by i2i Group China*

By STAFF REPORTS

Luxury lifestyle magazine China Galerie is bringing its content to European and North American audiences with newly launched WeChat accounts.

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Published by i2i Group China, the China Galerie print edition launched in November 2015 to capture the attention and shopping funds of wealthy Chinese tourists returning to the United States for business and leisure. China Galerie uses a print and mobile approach to capturing these consumers as they renew their visa applications to enter the U.S., thus becoming top of mind in the early stages of trip planning ([see story](#)).

Read more on WeChat

China Galerie is now featured on three important shopping markets for the Chinese consumer: France, Europe and North America.

Through its WeChat accounts China Galerie speaks to more than 150,000 registered fans and more than 20,000 weekly readers, demonstrating the breadth of China's most popular social media channel.

Using WeChat, China Galerie pushes shopping experiences and branded content, unique to the three regional markets.

Recent activations include a promotion for timepiece retailer [Tourneau](#), a feature on happenings at [Baselworld 2017](#) in Basel, Switzerland this past March and an [editorial](#) focusing on all pink fashions.



Galerie North America



Galerie Europe



Galerie France

## *China Galerie QR codes for WeChat content for North America, Europe and France*

China Galerie is distributed only to Chinese travelers at the time of their visa application to Europe or North America. Nearly 100 percent of China Galerie travel to her visa destination, and on average, she travels internationally between 3 and 5 times per year.

The publication's Red Envelope offers luxury brands direct marketing opportunities and unparalleled access to more than 4 million Chinese tourists during their global travels.

The majority of consumers in China are using mobile messaging application WeChat as their sole source for interaction with brands, daily tasks and communication with others, and marketers are learning how to leverage this to their advantage and recreate this tactic overseas.

WeChat is now seeing double adoption rates within two years, according to a new report from L2, also showing that now all beauty brands, 96 percent of personal care brands and 90 percent of watch and jewelry manufacturers interact with consumers. Brands in China are serving consumers' needs through the mobile messaging platform, a strategy that can be and should be recreated in the U.S. ([see story](#)).