

LUXURY INDUSTRY

Douyin Quarterly Trend Focus

Spring Issue



FORREWORD

Luxury Industry Quarterly Trend Focus is a quarterly content insight publication jointly released by Ocean Insights, Ocean Engine Consumer Goods Business Center Luxury Goods Industry, and Douyin E-commerce Luxury Goods Industry. The report aims to inspire business strategies for practitioners within the luxury goods industry through a multidimensional analysis of luxury goods and other related industries, including data and case studies.

Douyin's luxury goods industry experienced rapid growth in short videos, livestreams, and searches in Q1 2024

50_B

Short video views

49%

YoY growth rate

80_{B+}

Livestream views

44%

YoY growth rate

570_{M+}

Searches

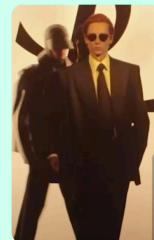
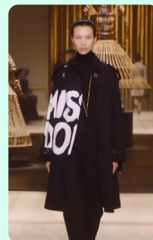
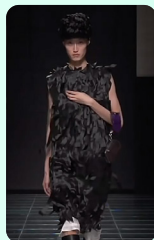
51%

YoY growth rate

HIGHLIGHTS

Fashion shows

Douyin Fashion Show x DIOR: Creating a new style of watching fashion shows on Douyin



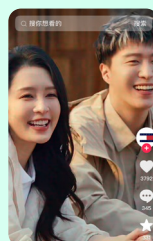
Trending content

Gucci's Ancora Red explodes in popularity with advertising across both offline and online platforms



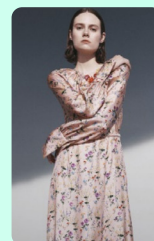
New content

The premiere of a luxury apparel brand's fashion show generates hype for its new spring releases and turns into a trend on the Douyin platform



New ads products

The official launch of Douyin's luxury product tag and the return of creative Chinese New Year (CNY) ads



Festivals

Collaborations with festival IPs drive buzz and boost sales for new products



01

PART

Highlights

Latest industry
information

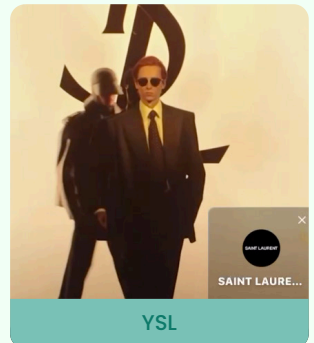
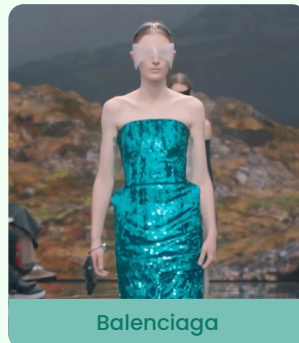
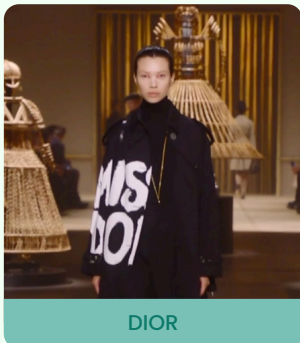
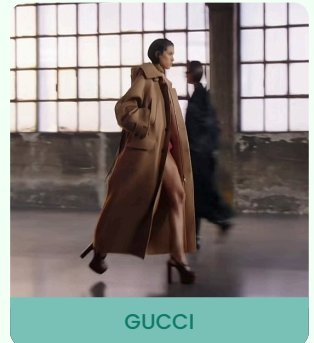
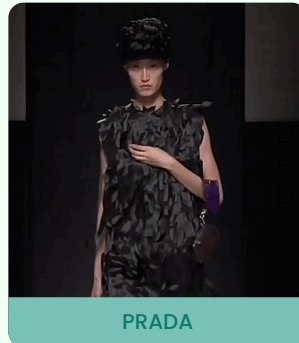
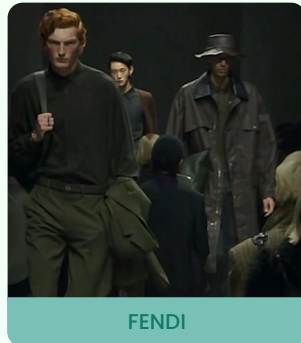
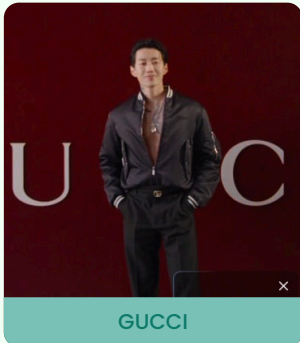
Jan–Mar

Fashion shows

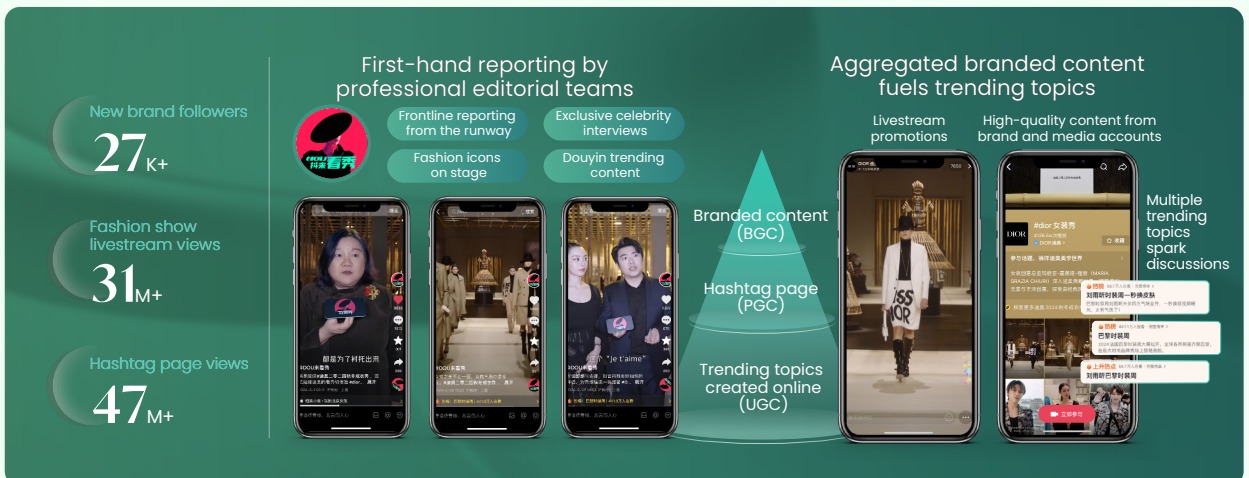


Luxury fashion shows · Douyin livestreams

Seven luxury brands **streamed their fashion shows live** on Douyin in Q1 2024



Douyin Fashion Show x DIOR: Creating a new style of watching fashion shows on Douyin



Trending content

Gucci Ancora: Ancora Red explodes in popularity with end-to-end advertising on the Douyin platform

Gucci x Douyin: Ancora Red gains search popularity as advertising sparks 3 waves of trending topics on Douyin

Douyin Fashion Show x Douyin Entertainment x Douyin Fashion collaborations link up internal resources and generate buzz across the Internet

800_{M+}
Total online impressions

600_{M+}
Total impressions of the #GucciAncora hashtag

24 hours+
Duration on list of trending searches

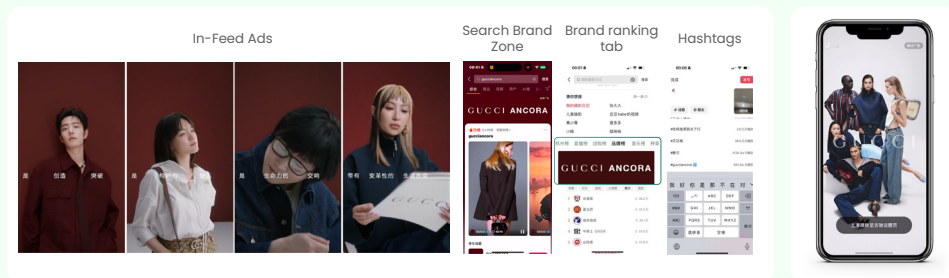
60 K+
Increase in official account followers

Warm-up



A touch of modern and mysterious red appears

[Trending event hashtag]
#GucciDinnerDeparture
Photos

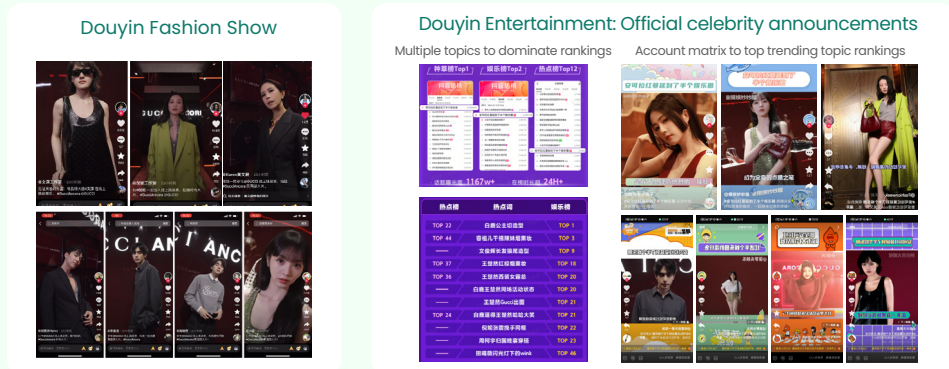


Explosive growth



Celebrities and creators perform together
Ancora Red's popularity spreads across the Internet

[Main trending hashtag]
#AncoraRedsPopularity
SpreadsToHalfOfThe
EntertainmentIndustry

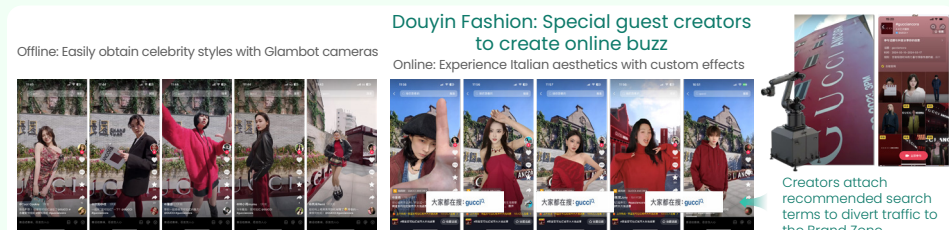


Hype-up



Four cities collaborate to generate buzz across the Internet

[Trending Hashtag Challenge hashtag]
#CelebrityAncoraRedUrban
VideoHashtagChallenge



New content

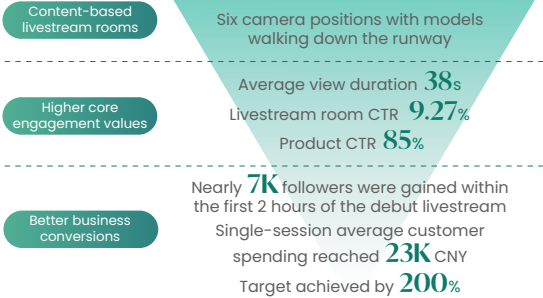


Strategy 1 Unveiling new styles at brand runway shows

MaxMara's first brand livestream on Douyin: The multi-camera runway sets the benchmark for luxury product livestreaming rooms aimed at high-end customers.



Runway show interprets new arrivals

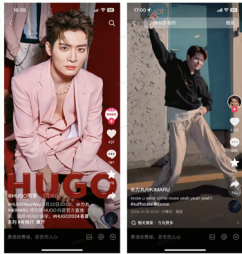


HUGO's new brand ambassador enters a livestream room with dual stages, creating an immersive multidimensional fashion show.

The world's first Image Store, combined with the release of the 2024 Spring/Summer collection, creates a brand livestream fashion show for new product launches.

Online warm-up

Event warm-up with Blue V Business Accounts & celebrity accounts



March 16: Teaser from Blue V Business Accounts

March 18: Celebrity's new product video

A Multiple camera positions were set up offline to create the dual stages, A and B, at the fashion show held on March 22.

Celebrities singing & dancing on stage

Celebrities talk about their outfits from the same brand



No. 1 in sales: Rikimaru Chikada on stage

Shooting from multiple camera angles

Top 2 in sales: Rikimaru Chikada in an interview

Interactive interview

B

Celebrities watch the fashion show from the front row, directly glimpsing these new product releases.

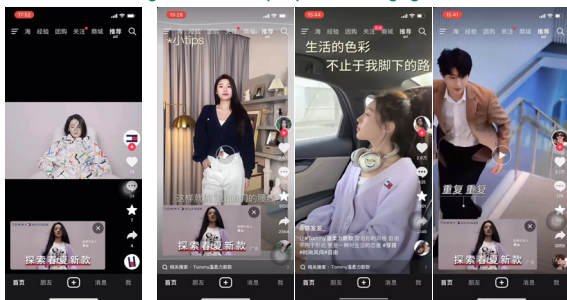


HUGO 2024 Spring/Summer Men's Wear Fashion Show

Strategy 2 Product & celebrity ads + Taking advantage of trends

Tommy Hilfiger: Driving brand searches & sales by launching the new Gentle Power collection + Taking advantage of platform trends

Mainstream celebrity collection: Combining hard-sell ads with viral celebrity endorsements to generate multiple peaks in engagement and SOV

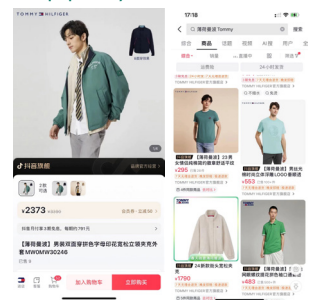


Celebrity materials + cards

Fashion creators endorse celebrity's outfits + cards



The remaining SKUs in the store capitalized on the popularity of the Mint Mambo trend



Tommy Hilfiger Mint Mambo (brand + trending keywords)

New ads products

CNY "More Than One Screen"

LONGINES (first purchase) & TIFFANY (repeat purchase)

CNY "Like for Fireworks"

Coach (No.1 in the industry for orders)

Luxury brand's Year of the Dragon CNY "More Than One Screen" ad goes live

Chinese New Year x Limited edition release of luxury goods: "More Than One Screen" showcases multiple product series while boosting the click-through rates and engagement rates of branding ads, effectively encouraging users to make active brand searches.

CTR increased by

23%

Engagement rate increased by

169%

Inspired searches (Average daily searches)

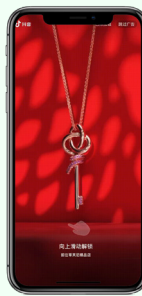
27%+



LONGINES · Luxury watches

First try

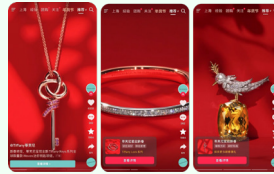
#LonginesDragonRoarBringsGoodFortune
The auspicious, soaring dragon ushers the arrival of a special zodiac edition and classic watch series



TIFFANY · Luxury jewelry

Repeat purchase

#TiffanyLovesToUsherInTheNewYear
A short film with New Year vibes showcases 3 classic jewelry pieces



Branding ad leverages Year of the Dragon CNY imagery as part of innovative marketing

In this branding ad, users can tap the Like button to set off fireworks to celebrate the New Year with Coach, fostering a stronger emotional connection via this two-way interaction.

CTR increased by

200%

Engagement rate increased by

50%

★ Advertising effectively drives users to make active searches

★ Advertising effectively drives users to make active searches

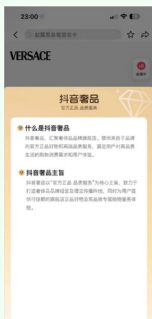
Trend in search volume

Trend in search volume

*Data source: Branding ads dataset - Comparison of the luxury goods industry's TopView benchmark from January-February (Case studies are for internal reference only.)

Official launch of Douyin E-commerce's luxury product tag in Q1

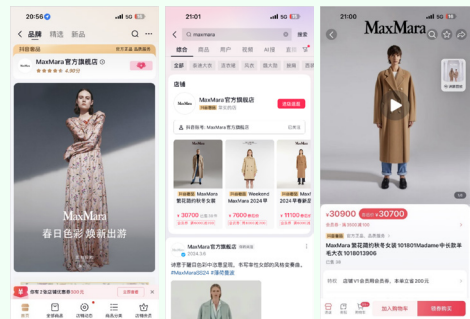
Douyin luxury goods



Content



Digital shelves



- With growing awareness among luxury product consumers, the Douyin luxury goods tag was officially introduced in Q1 this year. Consumers can clearly see flagship stores featuring the Douyin luxury goods tag across various touchpoints on Douyin Mall.
- The launch of Douyin's luxury goods tag stems from the recognition of Douyin's e-commerce environment by brands that have joined the platform, while also giving greater confidence to brands that have yet to join.
- From the consumer's perspective, emphasizing the authenticity of official flagship stores allows for a worry-free selection of their desired luxury goods on Douyin's e-commerce platform, ensuring an ultimate luxury shopping experience.

Festivals



[CNY new arrivals] Calvin Klein x Platform IP: A Captivating Year of the Dragon

Calvin Klein's self-created dragon dance team triggers constant searches and hashtag trends, heralding a prosperous start to the business year!

Participating platform IP
#ACaptivatingYearOf
TheDragonNewProducts



Event period:
January 4-12

Trendy and popular outfit
creations for the Year of
the Dragon



Runway show featuring
new dragon-themed
sweaters



Launch of captivating
Year of the Dragon
outfits



Overall data
performance

+983%

Audience size after advertising

+62%

MoM business expansion

+40%

Average daily searches

Data period:

Dec 26, 2023-Jan 22, 2024

Brand-initiated #DragonDanceCalvinKleinHashtagChallenge

Calvin Klein's dragon dance team sparks trending hashtags



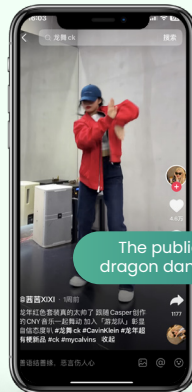
Celebrity @Casper



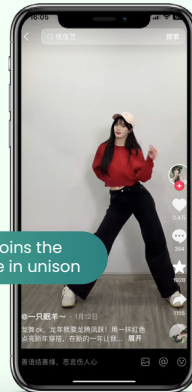
Celebrity @Amber Liu



Blue V Business Account - A team
of livestream hosts dance in unison



Creators - Respond to
celebrities' dragon dance



Creators - Respond to
celebrities' dragon dance



#DragonDanceCalvinKlein
hashtag page

Dec 26, 2023: Hashtag Challenge
was launched

Tangible increase in business during
the IP period

Jan 12, 2024: KOLs started posting videos
and searches increased

Sales & searches reached
a peak in the second week
after content advertising



Festivals



[New arrivals] Coach x E-commerce IP: Member's Day

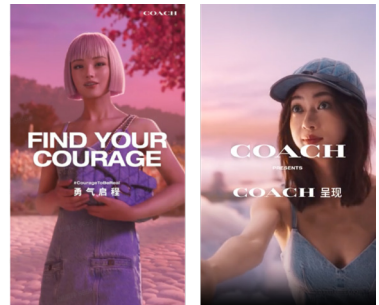
Coach's new product launch: Product & celebrity ads + Hashtag Challenge expands reach to a wider audience, while e-commerce IP leads to massive breakthroughs in sales

Exposure: New series of conceptual brand ads using a hard-sell approach

Ad views
170M

User acquisition rate
(68% of the industry)
78%

- From March: Launch hard-sell ads for new products



Breakthrough: Xingtu + Effect Hashtag Challenge



Hashtag views
650M

Virality
50%

A3 user acquisition rose by
3.8%

- From March 18: Xingtu + Hashtag Challenge sparks consumer engagement with captivating effects
- March 18: Campaign hard-sell ads drive traffic to closed-loop livestreams



Conversions: Celebrities enter content-based livestream rooms



MoM GMV growth throughout the campaign
582%

- March 20: Celebrities discuss spring/summer outfits in content-based livestreams





02

PART

Dashboard

Industry data overview

Jan–Mar



Short videos

50_B
Q1 views

49%
YoY growth rate

Livestreams

80_{B+}
Q1 views

44%
YoY growth rate

Searches

570_{M+}
Q1 searches

51%
YoY growth rate

Trending hashtags



Popular search keywords



DOUYIN

Data source: Ocean Insights, Jan–Mar 2024

Note: The YoY growth rate compares data between Jan–Mar 2024 and Jan–Mar 2023. Hashtags are sorted by views, and search keywords are sorted by the number of searches.



Trending industry hashtags

Trending hashtags about luxury goods in Q1 2024

Trending hashtags	Created on	Popularity	Applicable categories
#WhatToWearToFashionWeekShows	2024-03-27	9.940M	Apparel, accessories, handbags & suitcases, footwear
#ShanghaiFashionWeekOpeningShow	2024-03-25	9.682M	Apparel, accessories, handbags & suitcases, footwear
#ShanghaiFashionWeekNeoChineseStyle	2024-03-30	9.678M	Apparel, accessories, handbags & suitcases, footwear
#ImAheadOfTheMintMamboFashionTrend	2024-03-04	9.334M	Apparel, accessories, handbags & suitcases, footwear
#FirstGenerationSupermodelBingHu ReturnsToTheRunwayForAFashionShow	2024-03-24	9.040M	Apparel, accessories, handbags & suitcases, footwear
#MiYangWearsHauteCoutureOn PreliminaryEve	2024-02-02	8.777M	Apparel
#YuxinLiuChangesOutfitsInAFlashAtFashion Week	2024-02-29	8.564M	Apparel, accessories, handbags & suitcases, footwear
#MengchenShen'sCatwalkInParis	2024-03-03	8.531M	Apparel, accessories, handbags & suitcases, footwear
#SisterMeiShowsUpAtShanghaiFashion Week	2024-03-29	7.946M	Apparel, accessories, handbags & suitcases, footwear
#ZhileiXinInTopTierHauteCouture	2024-01-23	7.516M	Apparel

"Big 4" international fashion weeks

Hot brands & trending hashtags

2.8_{B+}
Views in Q1 2024

YSL	GUCCI	DIOR
#ParisFashionWeek	#SeanXiao	#ParisFashionWeek
#outfits	#MilanFashionWeek	#JayChou
#TheFlowerOfYSLNeverWithers	#SeanXiaoAtMilanFashionWeek	#jisoo



Paris Fashion Week

1.7_{B+}

Views in Q1 2024

Hot brands & trending hashtags

YSL

#ParisFashionWeek

#outfits

#TheFlowerOfYSLNeverWithers

DIOR

#ParisFashionWeek

#JayChou

#jisoo

Balenciaga

#balenciaga

#ParisFashionWeek

#balenciaga

Milan Fashion Week

900_{M+}

Views in Q1 2024

Hot brands & trending hashtags

GUCCI

#SeanXiao

#MilanFashionWeek

#SeanXiaoAtMilanFashionWeek

TOD'S

#SeanXiaoAtMilanFashionWeek

#SeanXiao

#TodsBrandAmbassadorSeanXiao

Versace

#MilanFashionWeek

#RosyZhaoAtMilanFashionWeek

#VersaceGlobalBrandAmbassadorRosyZhao

New York Fashion Week

92_{M+}

Views in Q1 2024

Hot brands & trending hashtags

Tommy Hilfiger

#NewYorkFashionWeek

#fashion

#StraightOffTheRunway

COACH

#NewYorkFashionWeek

#peta

#LuluXu

Michael Kors

#NewYorkFashionWeek

#fashion

#inspiration

London Fashion Week

26_{M+}

Views in Q1 2024

Hot brands & trending hashtags

BURBERRY

#GiannaJun

#KoreanStyleOutfits

#AirportOutfits

Hermès

#LuxuryGoods

#AngelaWang

#hermès



Holidays & festivals

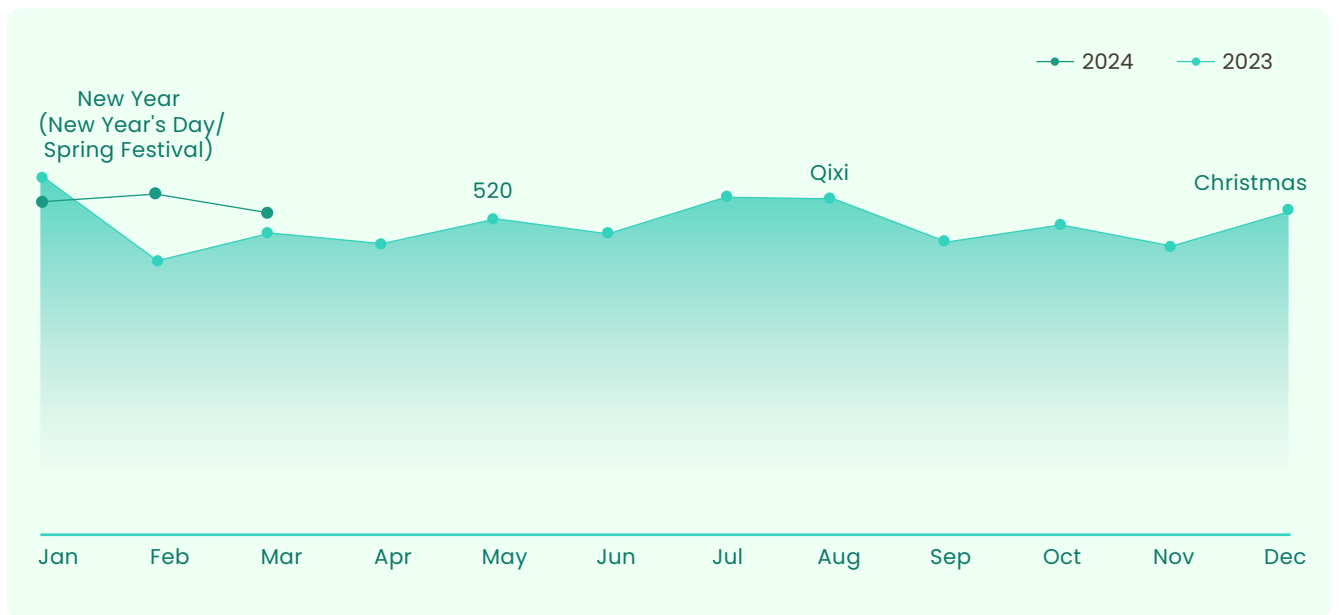
Trending 520 hashtags	Popularity
#ListOfNicheAndTastefulGiftsFor520	6.700M 🔥
#AGuideToGiftsForBoyfriendsOn520	4.400M 🔥
#TheSenseOfRitualFromReceivingGiftsOn520	4.125M 🔥

Trending Qixi hashtags	Popularity
#TheRightWayToCelebrateQixi	9.207M 🔥
#QixiGiftSharing	6.691M 🔥
#TheMostCompleteListOfQixiGiftsForGuys	6.344M 🔥

Trending Christmas hashtags	Popularity
#IKnowHowToCaptureTheChristmasVibe	7.665M 🔥
#100WaysToCelebrateChristmas	6.055M 🔥
#CelebritiesRadiateTheChristmasSpiritBeyondTheScreen	5.744M 🔥

Trending New Year hashtags	Popularity
#TheNewYearAtmosphereIsInFullSwing	9.467M 🔥
#HaveYouPreparedYourNewYearOutfit	9.239M 🔥
#NewYearGiftShoppingGuide	6.086M 🔥

Trend of Douyin content views from January 2023–March 2024



Data source: Ocean Insights, January–March 2024



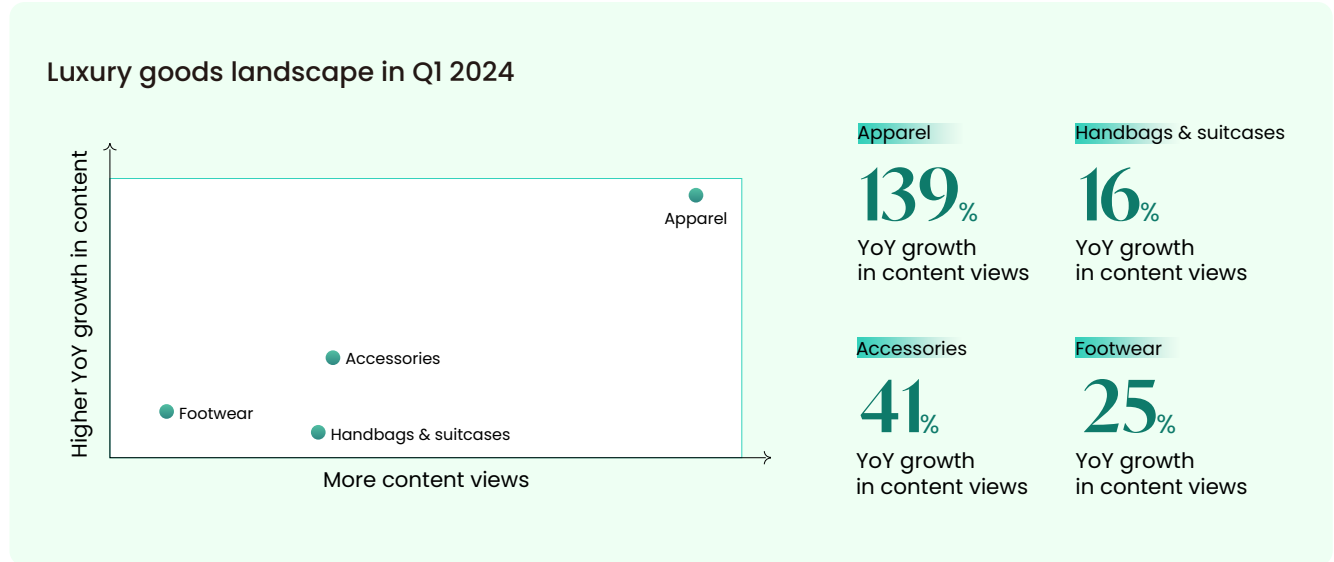
Trending brands

Top trending luxury brands on Douyin by e-commerce search intent in Q1 2024

1	LOUIS VUITTON	11	Cartier
2	Balenciaga	12	GIORGIO ARMANI
3	OMEGA	13	COACH
4	DIOR	14	YSL
5	GUCCI	15	IWC
6	Hermès	16	Versace
7	Valentino	17	PRADA
8	ROLEX	18	Ralph Lauren
9	LONGINES	19	BURBERRY
10	Calvin Klein	20	BVLGARI

Data source: The data on the top trending brands by e-commerce search intent is from Douyin E-commerce, Q1 2024
 Note: The top trending brands by e-commerce search intent are ranked based on user searches with a clear intent to purchase.

Category development



Data source: Ocean Insights, January–March 2024
 Note: E-commerce search intent refers to users searching for brand categories/product-related terms, such as LOUIS VUITTON handbags, LOUIS VUITTON handbag prices, Neverfull, and other keywords with a clear intent to purchase. The ranking is based on the number of searches.
 The YoY growth rate compares data between January–March 2024 and January–March 2023. Accessories include accessories, jewelry, and watches.

03

PART

Tendencies

Interpreting
category trends

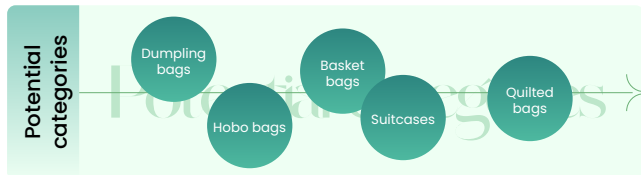
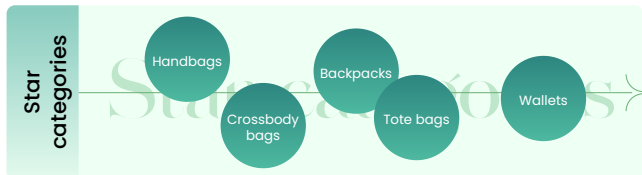
Jan–Mar

LUXURY BAGS

Hot brands



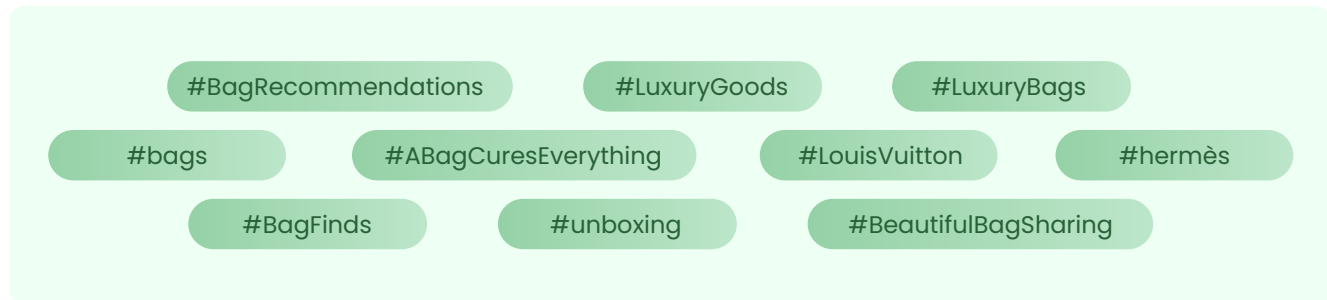
Category landscape



Trending products

Trending products	LOUIS VUITTON carryall bags	HERMÈS shadow bags	COACH tote bags
Popular search terms	<ul style="list-style-type: none"> Carryall Mini carryall Carry all 	<ul style="list-style-type: none"> Shadow Hermès Shadow Hermès Shadow 	<ul style="list-style-type: none"> How much does Coach's tote bag cost How much does Coach's 蔻馳 tote bag cost Coach tote bags

Trending hashtags

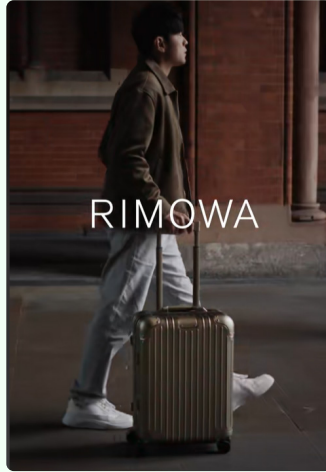


Data source: Ocean Insights, January–March 2024
 Note: Hot brands and trending hashtags are ranked by views, while trending products and popular search terms are ranked by search frequency. Star categories refer to categories with high views, and potential categories refer to categories with high growth rates in terms of views. The YoY growth rate compares data between January–March 2024 and January–March 2023.
 Luxury Industry Quarterly Trend Focus

Trending videos



PRADA's 2024 Spring Festival ad, filmed at the PRADA Mansion, showcases performers Juan Du and Lei Zhao amidst joyful melodies, capturing the essence of spring during the New Year. #PradaNewYearGift



Embark on a journey with the global brand ambassador of #RIMOWA, Jay Chou, as you listen to the landscapes unfold and capture the pulse of the world. The unbelievable happens naturally. #LegendsNeverEnd



Documenting my first luxury bag at 34 years old is a must! The salespeople at LOUIS VUITTON, Gucci, YSL, and DIOR are all quite enthusiastic. #ABagCuresEverything #ShoppingIsInWomansNature #LouisVuitton



An encounter with elegance #GucciSpringSummer2024 CollectionAdCampaign #GucciBamboo1947HandbagsAreTimelessInnovations #GucciAncora



When I gave my mom a Hermès handbag... #hermès #birkin

DOUYIN

Data source: Ocean Insights, January–March 2024
Note: Trending videos are sorted by views.

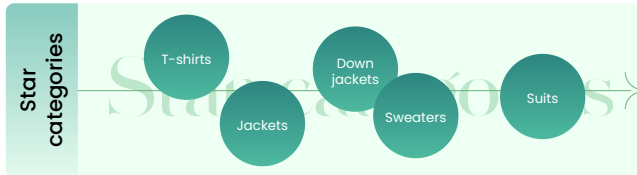


LUXURY APPAREL

Hot brands



Category landscape



Trending products

Trending products	Moncler down jackets	Tianxi Chinese formal dresses	Vivienne Tam Chinese bridal gown
Popular search terms	<ul style="list-style-type: none"> Moncler down jackets How much does a Moncler down jacket cost Authentic Moncler down jacket official flagship store livestream 	<ul style="list-style-type: none"> Xi Lan's catwalk in Shanghai Married couple Yang Sun & Doudou Zhang showcase traditional Chinese wedding attire on the runway Female celebrities showcase neo-Chinese style at Shanghai Fashion Week 	<ul style="list-style-type: none"> Mengchen Shen's catwalk in Paris Mengchen Shen's stunning Chinese bridal gown Mengchen Shen's catwalk in a Chinese bridal robe

Trending hashtags



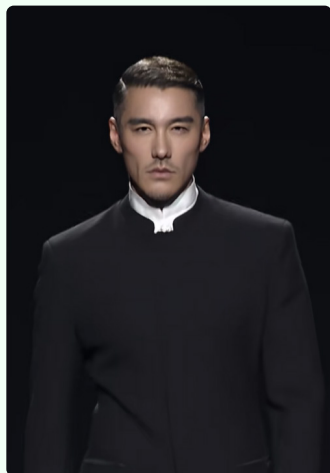
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 Luxury Industry Quarterly Trend Focus

Trending videos



Wow! Sister Mei's aesthetic is on point here; she reigns as the queen of Chinese style.

#ShanghaiFashionWeek
#StraightOffTheRunway
#FashionShowLive #XiLan



Walking the entire runway in a single breath is a piece of cake; my face and shoulders never move. It's always the clothes that matter the most.

#ChinaInternationalFashionWeek
#HelloFashionSeason
#BingHuGoesWorldwide



Reinventing denim aesthetics, we invite you to join in and appreciate the LOUIS VUITTON 2024 Fall/Winter Men's Wear Fashion Show.

#LVMensWear



The #Prada2024 Spring/Summer collection explores the opposition and harmony between the individual and the community, as well as the moment and the eternal, with apparel at its core.



#YSL 2024 Winter Men's Fashion Show by Anthony Vaccarello #YSL
#YvesSaintLaurent #SaintLaurent

DOWNYIN

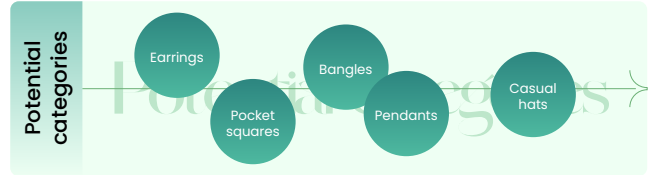
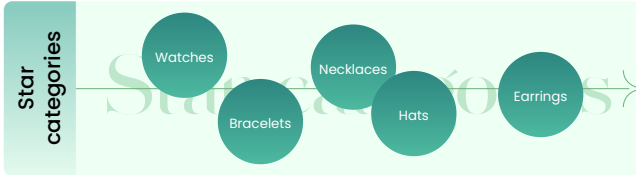


LUXURY ACCESSORIES

Hot brands



Category landscape



Trending products

Trending products	Balenciaga tape bracelet	Cartier LOVE bracelet	Patek Philippe Nautilus watch
Popular search terms	Balenciaga tape bangle Does Balenciaga's tape bracelet look good? Balenciaga's tape bracelet sparks debate	Cartier LOVE Cartier LOVE bracelet Cartier LOVE bracelet Wanning	Nautilus Patek Philippe Nautilus Nautilus watch

Trending hashtags



Trending videos



Swatch Switzerland collaborates with Omega to create the Bioceramic MoonSwatch watch series. #MoonSwatch



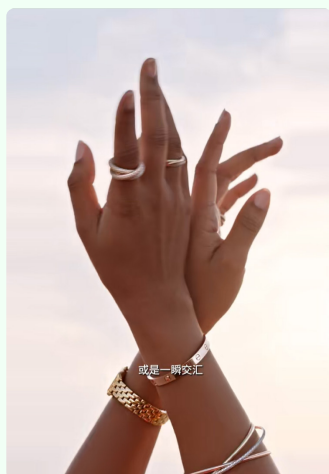
#Longines launches the new Conquest Heritage Central Power Reserve watch series, inspired by the iconic timepieces of the late 1950s, as a tribute to the 70th anniversary of the Conquest series.



With the Lunar New Year approaching, TIFFANY presents the brand new TIFFANY Keys series: the global limited edition Woven mini key necklace.



The #Prada2024 Spring/Summer eyewear collection rejects isolated perspectives, embodying the transformative essence of fashion.



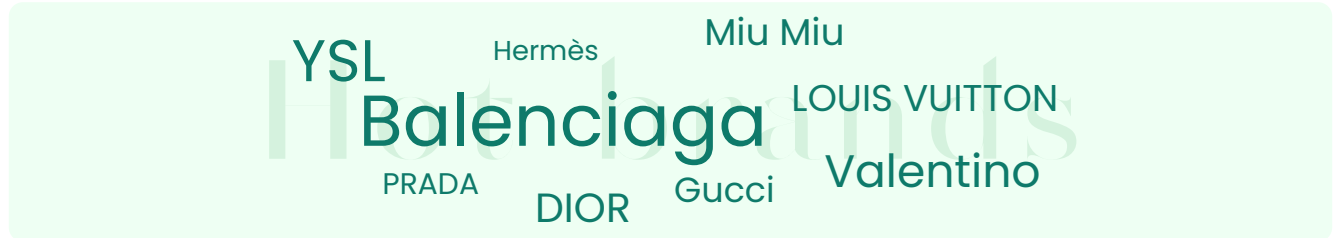
Cartier presents the new Trinity ad, bringing together 5 brand ambassadors to portray the diverse and rich emotional connections between individuals. #Trinity100

DOUJIN

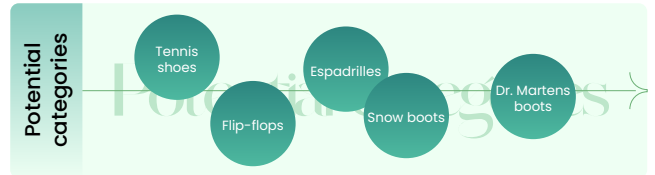
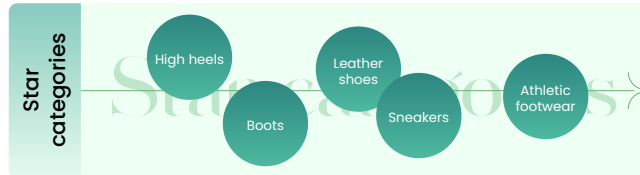


LUXURY FOOTWEAR

Hot brands



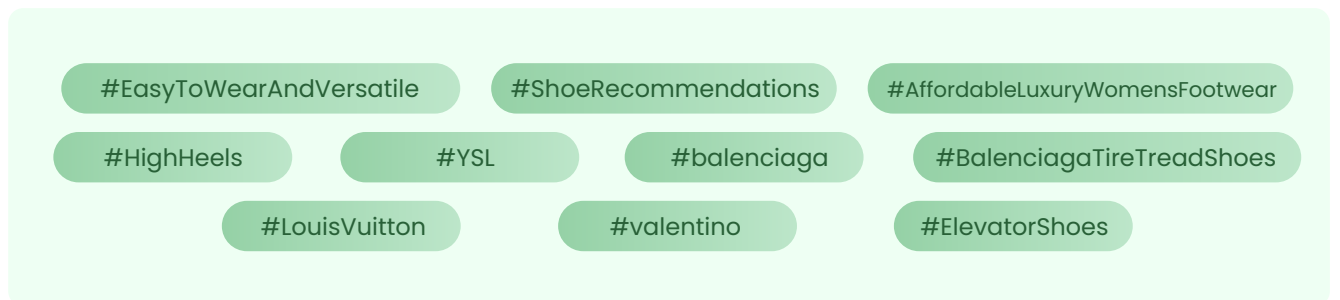
Category landscape



Trending products

Trending products	YSL high heels	Balenciaga tire tread shoes	LOUIS VUITTON trainer
Popular search terms	YSL high heels YSL heels YSL high heels for women	Tire tread shoes Balenciaga tire tread shoes Balenciaga tire shoes	Trainer Louis Vuitton trainer shoes Louis Vuitton trainer

Trending hashtags



Trending videos



I finally understand why Balenciaga's tire tread shoes sell so well. #balenciaga #BalenciagaTireTreadShoes #ElevatorShoes



#CelebrateTheNewYearWithGucci Celebrating the New Year with actress and brand ambassador Ni Ni, may the new year blossom with joy.



Which pair should I choose? #YSL #valentino #cl #HighHeels



再加上是丝绒的材质

Miu Miu's shoes are all so beautiful! #ShoppingVlog



They say wearing these LOUIS VUITTON denim shoes will earn you many compliments. #LV #SpringOutfits #LouisVuitton #BeautifulShoesSharing #NewShoes

DOWN

Data source: Ocean Insights, January–March 2024
Note: Trending videos are sorted by views.

04

PART

POP Ads

High-quality content

Jan-Mar

BRAND ADS

#BOTTEGA VENETA

Luxury apparel



Celebrities attended the Bottega Veneta 2024 Winter fashion show, embarking on a new journey of inspiration.

#Cartier

Luxury jewelry



Cartier presents the new Trinity ad, bringing together 5 brand ambassadors to portray the diverse and rich emotional connections between individuals. #Trinity100

#LONGINES

Luxury watches



The 2 dragons playing with a pearl bring blessings to the 4 seas! #Longines' iconic winged hourglass is transformed into a dragon ball, adding the finishing touch to the Year of the Dragon-themed special zodiac edition watch, bringing good luck to the new year. #LonginesDragonRoarBringsGoodFortune

#YSL

Luxury apparel



YSL 2024 Winter Women's Fashion Show

#COACH

Affordable luxury apparel



Begin your journey with courage and stride forward fearlessly.

DOWN

KOL

Viral Xingtu content



[Massive high vv x Massive high interest user conversion]

Fashion exhibition x PRADA
@Huaze Ocean

You don't know about PRADA yet? Let's go! I'll take you to the PRADA exhibition.
#ThePradaIdidntKnowAbout
#PlanetPrada



[Massive high interest user conversion]

Product recommendations x LOUIS VUITTON
@Leyou Liu

The artistic charm created by the collision of music and fashion #LVNanogram



[Massive high interest user conversion]

Fashion x Gucci
@Vincent Is Really Awesome

Sabato: If you know more about Gucci than I do, hurry up and come to work! #AncoraRed



[Massive high vv x Massive high interest user conversion]

Skits x Coach
@Men Qiang

You can shine brightly at crucial moments as long as you're sincere enough! @Coach
#ShanghaiDialect #funny
#TheContentsTooRealistic
#MeetingTheParents
#BestFriends



[Massive high vv x Massive high interest user conversion]

Dances x Calvin Klein
@Classmate Xiaoyang (Chenyang Wang)

In the Year of the Dragon, wear Calvin Klein and perform the dragon dance, move to the rhythm of Casper's music, and be confident and bold as you move forward, just like me.



[Massive high interest user conversion]

Skits x Tommy Hilfiger
@Zhiyang

In essence, traveling is just sleeping in a different place.
#DailyCoupleLife #travel
#TommyGentlePowerNewStyle



[Massive high vv x Massive high interest user conversion]

Animations x Pandora
@City Girl Vivian

Girls can become whoever they want to be. #dreams
#PandoraToBeContinued
#AnimationProject



[Massive high interest user conversion]

Product recommendations x LONGINES
@Tissue Lin

LONGINES isn't as simple as it appears on the surface, is it?
#Longines #LonginesConquest
#LonginesWatch #fashion
#trend

STATEMENT

Statement

This report was jointly produced by Ocean Insights, Ocean Engine Consumer Goods Business Center Luxury Goods Industry, and Douyin E-commerce Luxury Goods Industry.

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About the data

The data in this report is sourced from an internal data platform. Please note that it has not been validated.

Douyin luxury goods content: Videos on Douyin that contain keywords related to luxury goods in their titles, as well as videos featuring luxury goods.

Time frame: January–March 2024 (unless otherwise specified)



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