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Nota di contenuto	Part 1: Introduction of the Chinese Fashion Market -- Part 1.1: overview of the Chinese Fashion Market -- Part 1.2: Re-evaluating the Market Potential: a perspective of domestic fashion brands -- Part 1.3: Too big to lose: a perspective of global fashion brands in the Chinese market -- Part 2: Consumers in the Chinese Fashion Market -- Part 2.1: The rising middle class and luxury fashion consumption Part 2. 2: self-identity and aspirational consumption: a perspective of young consumers -- Part 2.3: fashion consumption vs. sustainability -- Part 3: Modern Vs. Traditional Chinese Consumers -- Part 3. 1: Brand consciousness and fashion consumption -- Part 3. 2: social media engagement and fashion consumption Part 3.3: mobile shopping and fashion consciousness -- Part 4: Challenges and opportunities in the Chinese Fashion Market -- Part 4.1: Are Chinese loyal consumers? --exploration of Chinese multi-brand loyalty -- Part 4. 2: Global vs. Domestic fashion brands: where do Chinese consumers stand? -- Part 4.3: Fashion Counterfeits: are consumers the only one to blame?. .
Sommario/riassunto	This book provides essential insights into Chinese consumer behaviors

in the growing and dynamic fashion market. With increasing consumer purchasing power, readily accessible global brands, heavy application of digital technology and social media, as well as growing awareness of environmental issues, the Chinese fashion industry faces great opportunities and challenges at the same time. The contributing authors provide observations and address issues related to middle class fashion consumption, sustainable apparel consumption, technology application in fashion retailing, and the select traditional and new industry segments in the context of China's recent and massive economic boom. As such, the book offers an invaluable reference guide for all academics and practitioners interested in the Chinese fashion market.

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