

Womenswear in Hong Kong, China

November 2023

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Womenswear in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Womenswear gradually recovers, driven by return of tourists

Quiet luxury with the emergence of the "Clean Fit" fashion trend

Booming athleisure trend in womenswear

PROSPECTS AND OPPORTUNITIES

Body positive movement is shifting traditional demand for womenswear Emphasis on omnichannel strategy to enhance connection with consumers Sustainability efforts in womenswear

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