

Juliette Duveau

7 mois chez Xiao Qiao

Martine Leherpeur Conseil

小橋



Introduction

- 1** MLC & Xiao Qiao
l'entreprise, les métiers
- 2** Les budgets MLC et mes missions
- 3** Ce que j'en retire

Conclusion

Introduction

Une deuxième expérience dans la même entreprise
Pourquoi?

Une très belle première expérience MLC

La Chine et le chinois

La découverte du pays sous un angle professionnel



Martine Leherpeur Conseil
& Xiao Qiao

**Bureau de conseil en prospective, stratégie de marque et
développement produit**

Une équipe aux profils variés et sympathique

Des budgets multi secteurs & différents niveaux de gamme toujours
intéressants

Veille internationale

Xiao Qiao, la filiale chinoise

2 Les budgets XQ/MLC Mes missions

Mes missions principales...
...parmi d'autres

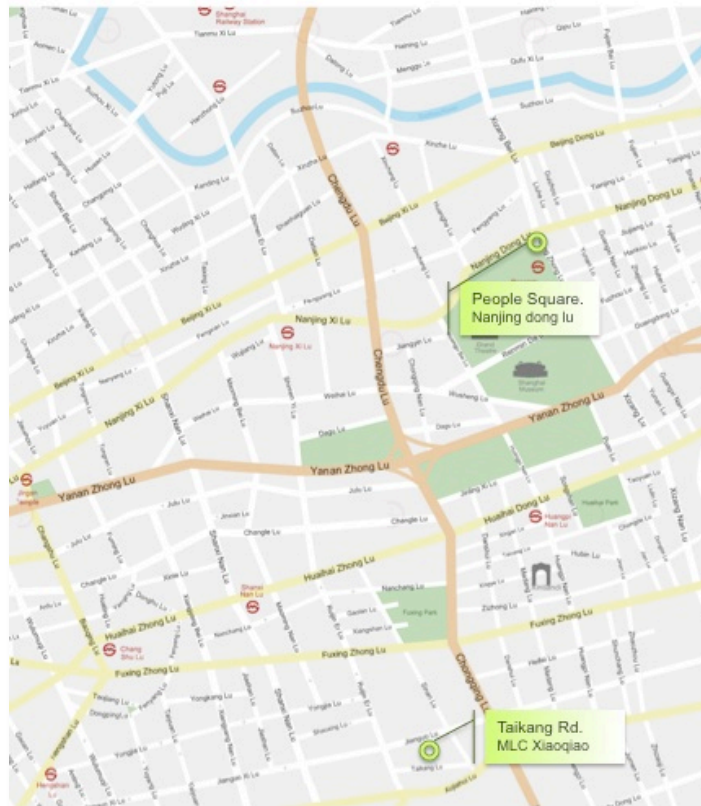
SHANGHAI DISCOVERY TOUR

For ETAM



MLC for ETAM
October 2010

SHANGHAI MAP



小橋
XIAO QIAO
Fashion Consulting



MLC for ETAM
October 2010

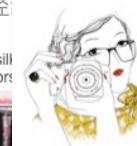
WALKING AROUND A CITY OF CONTRASTS

SOUTH FABRIC MARKET AREA
南外滩轻

A three-floor market selling clothing fabrics such as linen, silk blends, cashmere for coats and suiting, including local tailors.



Shanghai, a city of contrasts. A walk around in small streets of south Shanghai's old neighborhoods.

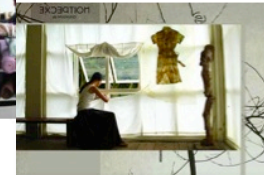


MLC for ETAM
October 2010

CHINESE 'TOUCH' SHOP TOUR

EXCEPTION

Ma Ke is one of the most prolific fashion designers of China today. she graduated from the Suzhou Institute of Silk Textile Technology in 1992 and four years later set up her own label Exception de Mixmind.



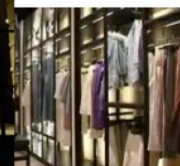
SHANGXIA

The Hermès supported chinese brand. Shangxia uses local know-how in order «to create a chinese inspiration universe, to give a second life to chinese handcraft know-how through modern design»



SHIATZY CHEN

A 30 year old taiwanese brand. Working on chinese traditional boidery craftsmanship. Style mixes chinese aesthetics with some modern twist.



小橋
XIAO QIAO
Fashion Consulting



AIR DU TEMPS For ETAM

LE MARCHÉ : NOUVELLE DONNE,
NOUVEAUX BESOINS

DISTRIBUTEUR

ÉMOTION
D'EMOI

&

PERSONNALISATION
DE MOI

1 STORY TELLING

Les ressorts du conte, de la narration, de l'imaginaire

2 ADRENALINE

Les ressorts du jeu et de l'événement

3 AUTHENTICITÉ

Le recentrage de la valeur intrinsèque

4 PROXIMITÉ

Le recentrage sur l'appropriation et

SEDUIRE

DISTRIBUTEUR D'EMOI
Story telling

1

RECENTRAGE MARQUES

L'attention portée sur l'origine, la fabrication, l'éthique des marques



SHOKAY, une entreprise qui fabrique des articles d'ameublement, des vêtements pour enfants, des accessoires et du fil à partir de duvet de yak avec l'adoption d'une démarche éthique dans leurs pratiques.



LIU Ying & bordierie Miao avec son magasin à Panjiayuan, Pékin



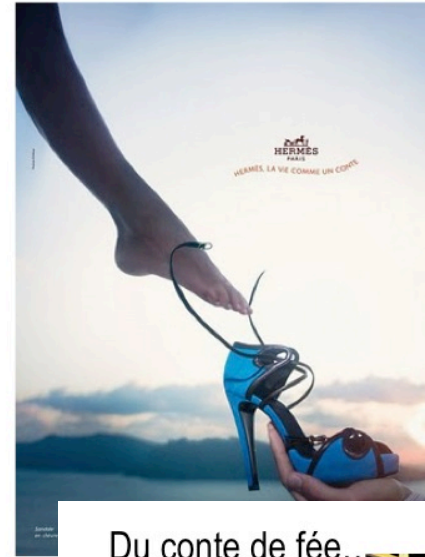
北京，亦或世界的故事：
我们想要“展示生活场景的博物馆”，希望看到“博物馆”上产品更多，故事也更多，可你不知道这些故事都是真的，这是博物馆，没有虚构，没有虚构，这是博物馆。



Krist & Yoda Campaign

DISTRIBUTEUR DE MOI... AUTHENTICITÉ

Du conte de fée...



LES MYTHES

Les marques puisent dans la culture collective populaire et se réapproprient des histoires connues de tous.

Hermès et Paul & Joe font référence aux contes de fée.

Du conte de fée...

LES MYTHES

Les marques puisent dans la culture collective populaire et se réapproprient des histoires connues de tous.

L'honorable marque de cosmétiques chinoise Shanghai Jahwa a lancé une ligne, Shanghai VIVE, et fait renaitre le Shanghai des années 30 et un premier point de vente ouvert au Bund, dans l'hôtel "Peace Hotel".



SHANGHAI VIVE

Une chaîne de restaurant Chinois sous l'enseigne Feng Bo Zhuang (Village du vent et des vagues). Le concept s'inspire de l'histoire du roman de Jin Yong (Louis Cha), un auteur taiwanais bien connu pour ses récits d'arts martiaux et de cape et d'épée, le décor évoque les scènes de la vie de chevaliers de l'époque. L'histoire remonte 600ans... Réseaux sont développé à Pékin, Sichuan, Anhui... et aussi à Singapour.

DISTRIBUTEUR D'EMOI... Story telling

AIR DU TEMPS DECO

For ADEO

Déco & Art de vivre

What's up China ?

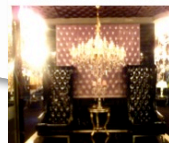


Like a child

Une approche enfantine vis à vis à mignon... retour en enfance. Abondance de peluches et de personnages

HOME SWEET HOME

BLING BLING



'King in my castle'

Qui? LES MAGNATS 70s pour la version live bling bling. Consommation statutaire: « j'ai de l'argent je veux que ça se voit ». & Des courses moins fortunées mais qui aiment le côté rich doré. Quel? or, lustres en cristal, moufles, du maître, des tissus richement brodés...

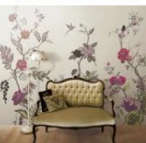
NEO CLASSIC



'American WASP'

Qui? LES JEUNES MAGNATS 80s LES GOLDEN COLLARS pour le côté confort de vie et recherche d'un certain raffinement qui conserve une dimension statutaire. Quel? abondance du mobilier en bois 'précieux', les fauteuils club, les papiers peints...

CHAMPETRE



'Romance home'

Qui? WHITE COLLAR 25-35 pour retrouver la sérénité, un côté évasion et du romantisme dans la maison. Se sentir bien chez soi. Quel? Couleurs pastel et les fleurs en déco

NATUREL



'Natural home'

Qui? WHITE COLLAR 25-35 Pour retrouver la simplicité et l'authenticité de la vie dans la modernité et être plus proche de la nature. Quel? Du mobilier simple, un esprit scandinave, des matières naturelles

Sur une classe moyenne estimée à 300 millions de consommateurs (dont 20% BLUE COLLARS) // MAGNATS : 2%, JEUNES MAGNATS : 3%, GOLDEN : 10%, BOBO : 6%, WHITE COLLARS : 20%, BUSHING CLAN : 30%, BOCK : 10%.



Décaler la culture

Gwen design, 'a fashion Chinese lifestyle'

La marque apporte un côté ludique à des éléments culturels chinois et remporte un franc succès auprès des jeunes qui aiment la dimension amusante et les plus Agile qui retrouvent les codes culturels du pays. Parmi les créations 'star': la chaise pinxiao, l'âne d'or de façon de s'asseoir sur la tradition du lit, les coussins céramiques... La communication de Gwen Design s'inscrit dans la lignée de son esprit créatif avec un ton décalé et amusant.



GUIDES INTERVIEW & ANIMATION

For MARK FAIRWHALE



MODERATION GUIDE FAIRWHALE SHAKE

1 projective focus groups in Loudi
1 projective focus groups in Suining

NOTE:

⇒ **Take a picture of each consumer, before the beginning of the focus group**

INTRODUCTION

10 min

The objective of the intro is to measure the consumers' awareness of the last fashion news, and to know their fashion sources and media, as well as their fashion styles inspirations.

All together:

_ What's new about fashion lately? What have you noticed lately in ready-to-wear (during the last 6 months)?

Re-launch: new brands, new products (forms, colors, fabrics, style...), use/shape and figures, distribution /shops, communication/ads, speech, services...

_ Where do you get fashion information? (TV, friends, Internet, magazines, windows...?) Which is most important for you?

_ What are your inspirations and your influences in fashion?

Re-launch: is he get affected by western (USA or Europe) culture? By Japanese or Korean culture? By Chinese culture? Fusion?

II – FAIRWHALE SHAKE TOMORROW

1.5 hour

PROJECTIVE EXERCISE

The objective of part II is to define precisely the products, the style and shop environment of the new brand: Fairwhale Shake.

All together:

"Let's imagine there is a new masculine brand created on the Chinese market you defined previously ('Wall of brands-style families')."

1/ _ Let's imagine that this new brand is called '**Fairwhale Shake**'

_ What comes to your mind?

Mental card of Fairwhale Shake: "If I tell you "Fairwhale Shake", what does it evokes to you?"

_ "Magic Pot": the ingredients of Fairwhale Shake's recipe

What do you put in this brand in terms of products, target/customer, price range, icon/spokesperson, communication, store and e-shop... so that this brand become your favorite brand (that you will purchase)?

2/ _ Now you can create the collection of your dreams for the new brand Fairwhale Shake

Each consumers have to recreate 3 looks to wear (=> coat or outdoor + top + down + accessories)

1 look for their everyday life, 1 look for their evening/going out, 1 look for their leisure time (week end & sport) by picking in the pre selected images.

Place all the selections on the wall group for each moment so that everybody can see the 'new collection'

Individually: while sticking his pictures on the wall, each participant explain to the others his looks.

All together

⇒ For each moment (everyday, going out, leisure...)

_ What do you think of all the looks? Do you think it's coherent? Why? If not, what do you want to add or take off to make it coherent? (Need to create another group?)

PANORAMA MARCHE

For MARK FAIRWHALE

THE MARKET SUCCESSFUL STRATEGIC MODELS

Jack&Jones

1 style / Several targets
'Simple Urban casual'

Merchandising

- A monoproduct approach
- A nice central jean's bar
- A facing presentation of the products all over the shop
- => mainly tops; jackets and shirts.
- Few silhouettes

Price strategy

A medium range price (380 Y for a Jean, 400 Y for a sweater, 900-1000Y for a jacket)

The distribution strategy

More than 1200 shops around China
Presence in 1st, 2nd and 3rd market levels of the country.
An e-shop on Taobao (chinese e bay)



THE MARKET SUCCESSFUL STRATEGIC MODELS

Izzue

1 style / 1 target
'Urban rock'

Merchandising

- an **original shop display** organized on different levels (cupboard, tables, stools...) that creates a intimate space in big surface.
- A silhouette approach+ mono product approach

Price strategy

- a **medium/high price strategy**
1000Y trousers, 1500 Y sweater
Izzue collection: shirt for 1000Y, Jacket for 4000Y

Distribution strategy

80-90 Stores are mainly located on 1st, 2nd level of market



SYNTHESIS FOCUS GROUP

For MARK FAIRWHALE

Boys' profiles

8 boys, from 17 to 25 years old, professionals or students, living in Linhai



YE Cheng
18 years old
(1992)
Student in
Lin Hai technical
school

MAO Xiaoxu
20 years old
(1990)
University student in
Tai zhou College

WANG Mingyuan
22 years old (1988)
Network management
in Zhongxing network
company

CHEN Libo
22 years old (1988)
College student
(senior) in Tai zhou

LU Feng
22 years old (1988)
Designer in an
architecture
company

Their perception of the Chinese Men RTW market

"THE WALL OF BRANDS-STYLE FAMILIES"

FASHIONABLE YOUTH (LH, LD, SN)

JASONWOOD, JACK&JONES, WANTANABE, GXG, LEE, JACK WALKER, CABBEEN, DIOR, RIVERSTONE, MARK FAIRWHALE, GIORDANO, G-STAR, LEVI'S, H&M, CK, TEDELON, DANCING WOLF, PEACEBIRD, SELECTED, GUYUE, ME&CITY, UDO, DEERE MARCHI.

Their favorite style today

Linhai x4



Linhai Zhu Yang 25, Wang Mingyuan 22, Zhu Zheng 25,
Ye Cheng 18

Loudi x3



Loudi Wang Jiao 18, Deng Yaping 20, Liu Xindong 23, Cheng Bao, Liu Long 22, Xiao
Yuchen 23

Suining x7



Suining Zheng Xilin 19, Liu Lei 21, Guo Jing 21, Yi Hongji
21, Ou Zhou 20, Xi Chun 25, Tang Haifan 22

MLC for FAIRWHALE SHAKE
Synthesis of boys' focus groups - LINHAI / LOUDI / SUINING

They're longing for this style...

Linhai x5

'Now I wear casual clothes. I want to make myself look fashion.'
'I can feel more confident. And people will notice me more.'

X16



Linhai Mao Xiaoxu, Chen Libo, Lu Feng, Wang Mingyuan, Wang
Weiguo

Loudi x3

'I dream about fi
brand because
Some social act

'In my life I have
fashionably' Lou



Suining Zheng
Ou Zhou 20, ...

Their perception of the Chinese Men RTW market

"THE WALL OF BRANDS-STYLE FAMILIES"

BOY'S CASUAL (LH, LD, SN)

METERSBOWNE, SEMIR, B.TBOY, LEVIS, YISHION, BALENO, TONLION, JEANSWEST, GANGPAI

Characteristics of the family (key words):

'Comfortable', 'You can also wear it when you are doing some sport', 'makes you look like student', 'campus wear for student and outdoor', 'cheap', 'woolen sweaters'

Hero products (key silhouette):

'Jeans', 'Coat', 'Trousers', 'T-shirt with logo and a lot of printings on it', 'short sleeves', 'loose sweater'
Icon/spokesperson: 'Jay Zhou' X4, 'Zhang Han', 'Wilber Pan' X4, 'Luo Zhixiang', 'Wu Yue Tian', 'Xie Tingfeng',

MATURE BUSINESS (LH, LD, SN)

COLOMBIA, NORTH FACE, SEVEN BRAND, KING-BOXING, PEACEBIRD, ROUSE, GIORGIO ARMANI, VALENTINO (Chinese version), USA APPLE, PLAYBOY, SEPT WOLVES, GOLDLION, KINDON, CROCODILE, CAIZI

Characteristics of the family (key words):

'Reliable', 'Man', 'mature', 'honest', 'neat', 'for old man', 'older than fashion group'

Hero products (key silhouette):

'water - proof jackets', 'formal suits', 'tie', 'leather belt', 'shoes', 'bags'
Icon/spokesperson: 'Chen Daoming' X4, 'Wang Han', 'Zho Libo', 'Guo Degang', 'Chen Yijian', 'Lee Lang', 'Jet Li', 'Hu Tun'

FASHIONABLE YOUTH (LH, LD, SN)

JASONWOOD, JACK&JONES, WANTANABE, GXG, LEE, JACK WALK, CABBEEN, DIOR, RIVERSTONE, MARK FAIRWHALE, GIORDANO, G-STAR, LEVI'S, H&M, CK, TEDELON, DANCING WOLF, PEACEBIRD, SELECTED, GUYUE, ME&CITY, UDO, DEERE MARCHI

Characteristics of the family (key words):

'british style' 'Black, white and grey', 'simple & classic', 'it fits the body', 'highlight the personality' for 20-30 yrs old people 'casual & fashionable', 'high price', 'good quality', 'wind coat', 'scarf', 'expensive for students'

Hero products (key silhouette):

'dust coat', 'T-shirt without many printings', 'blazer', 'hat', 'knits', 'coats'
Icon/spokesperson: Daniel Wu X2, Edison Chen, Zheng Yijian X2, Xie Tingfeng, Louis Koo Tin Lok, Wang Han

SPORTSWEAR (LH, LD)

ADIDAS, 361, ANTA, D&G, NIKE, LINING, KAPPA, CONVERSE

Characteristics of the family (key words): 'Energy', 'sunshine', 'dynamic', 'freshness', 'youth', 'comfortable', 'loose', 'many colors to endure dirt'

Hero products (key silhouette):

'shoes', 'sneakers', 'T shirt and short pants', 'canvas shoes', 'buff', 'shoulder bag', 'backpack'
Icon/spokesperson: 'Liu Xiang' X2, 'Kobe Bryant', 'any player in NBA', 'Jordan'

MLC for FAIRWHALE SHAKE
Synthesis of boys' focus groups - LINHAI / LOUDI / SUINING

SUPPORTS DE CONFERENCES

For LVMH & LUXPACK

LA CHINE, LA BEAUTE, LES RÉSEAUX SOCIAUX

MLC pour LVMH
Février 2011



CHINA, LUXURY & PACKAGING

Conference Luxe Pack Monaco
October 2010



UNE CULTURE 2.0 LA CHINE, REINE DU MONDE DIGITAL

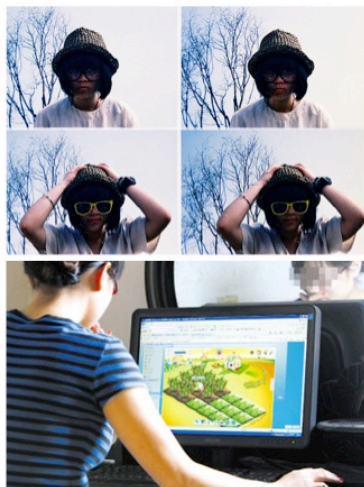
La tradition du 'guanxi'

La culture du 'jeu'

« Lonely child »

Les réseaux comme remède à la solitude. Les enfants uniques des villes, qui ont grandi dans un confort matériel bien supérieur à celui qu'ont connu les générations précédentes, avides de nouvelles technologies, souffrent aussi parfois d'une grande solitude et d'une pression scolaire et sociale énorme. Ces réseaux sociaux virtuels sont à la fois une mise en scène de soi, une possibilité d'établir et d'entretenir des contacts et un lieu où chacun peut s'évaluer, se comparer aux autres.

« Derrière ces relations sociales virtuelles se cachent les besoins réels des jeunes, comme se faire des amis, jouer en groupe ou se délivrer de la pression. Ils sont à la recherche de leurs propres valeurs »
Ren hong, psychiatre à Xiamen, dans Le Quotidien de Canton.



MLC & Xiao Qiao pour LVMH

* « The coming of Age China's new class of wealthy consumers » McKinsey&Company. 2009 7

4/ Packaging IN&OUT

包装 // L'HERITAGE



Cocooned Interior

Products well placed in the centre inside the packs => THE POLITENESS everyday dress

Very material, silk, velvet, tulle
The notion of Comfort around the product.
Compartmentalized, organized around the product
The pack that we don't keep.



Precious Exterior

products tend to disappear behind the richness of the packaging => THE FESTIVALS ceremonial outfit

Very elaborate, know-how of the lacquers and embroideries.
Importance of packaging and external appearance because the Chinese don't open the gifts in front of the givers.
The pack that we keep.

非常好

Ce 3 que ca m'a
Apporté

Découverte d'univers

Stratégie

Responsabilité

Relationnel

Autonomie

Adaptation

中
文

Nouvelle Compréhension

谢谢

Merci !

小橋