

GLOBAL FASHION IP WHITE PAPER



The Future: Fashion Matters

Old World and New World:
China's Fashion Consumption in 2022

"The best way to predict the future is to create it."

Peter Drucker

CONTENTS

2022
GLOBAL FASHION IP
WHITE PAPER



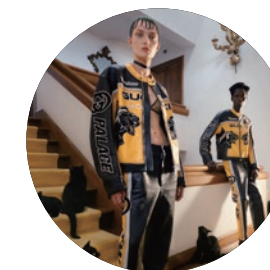
1

2022 BEST GLOBAL COLLABORATION



2

2022 FASHION IP 100



3

2023 TEN TO WATCH



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PREFACE

To spot China's new consumption frontier in 2023

auth. Paul Fang Fashion Exchange Founder

With an old map, it's impossible to find a new world.

In the past 3 years, a devastating pandemic swept across the globe, accompanied by frequent black swan events. This has led to an upheaval of the world, rendering it unrecognizable to our familiar one. In China, as well, the consumer market has seen unprecedented changes and adjustments, marked by the apparent confidence downturn, consumption sluggishness, and heavy pressure on enterprises in an uncertain environment. More importantly, Chinese consumers have shown increasingly diversified consumption demand and psychology. As China puts forward the goal of "high-quality development," there will be irreversible structural changes to the development patterns and growth modes we have been accustomed to. As a result, enterprises must make high-quality supplies available. The external environment, policies, and changes in demand and supply have a direct impact on the consumer market. The year 2022 may be a turning point of China's consumption landscape.

With the release of the annual Fashion IP 100 list and Global Fashion IP White Paper, we aim to provide valuable insights and food for thought by delving deeper into fashion IPs, allowing readers to see the bigger picture of the rapidly changing Chinese consumer market through individual cases.

There are abundant highlights to share from this year's list, which reveal the current or upcoming trends and changes.

1. YEEZY (No. 3 in 2019, No. 1 in both 2020 and 2021) and SURPREME (No. 1 in 2019, No. 2 in 2020 and No. 3 in 2021), which had dominated the Top 3 seats for 3 consecutive years, both dropped out of the top 10 rankings this year. YEEZY was not included in the ranking for various reasons, while SURPREME fell to 13th place in the overall list. Nothing good lasts forever. Having enjoyed years of enthusiasm, street trends are indeed on the wane.

2. By region and country, this year's Fashion IP 100 list has 33 fashion IPs from the Americas, 46 from Asia and 21 from Europe. This is the first time that Asia outnumbers the Americas in fashion IPs. Specifically, there are 31 from the US, 24 from China, 15 from Japan, 12 from France, 7 from South Korea and 3 from the UK. Together, China and the US have 55 fashion IPs, contributing to over half of the list. If added with

Japan, the sum amounts to 70. If further added with France and South Korea, the quantity reaches 89, accounting for nearly 90% of the list. As evidenced by the above figures, the fashion IPs have a very high concentration.

3. China's fashion IPs on the list grew from 8 in 2019 to 12 in 2021, and then doubled to 24 in 2022. This shows that Chinese originality and designs have indeed been thriving in recent years, and Chinese brands and new China-made goods have become more popular among Chinese consumers, especially Gen Z. In contrast, the US saw a year-by-year decline in the number of fashion IPs from 47 in 2019 to 31 in 2022. Emerging design talents from China, South Korea, Japan, France, etc. are on the rise, constantly diluting the once dominant share.

More details will be covered in the 2022 Fashion IP White Paper. The FASHION IP 100 list serves, in a way, as somewhat of an annual physical examination report of fashion IPs. It presents a thorough evaluation of fashion IPs in the Chinese market in the past year. The outcome includes the brand power and product power of each fashion IP in the Chinese market and their popularity with consumers, thus providing an insight into the commercial and social value of such fashion IPs in the Chinese market. Furthermore, it acts as a data reference and a decision-making guide for various industries and brands seeking crossover cooperation, co-branding and design collaboration. The list and the White Paper will enable readers to get an initial understanding of fashion IPs in general, regardless of how well readers know the designers and artists. We also feel extremely confident and encouraged by the growing number of entrepreneurs, executives, and those in charge of product development, brand marketing, new retail and e-commerce who are using the list and the White Paper as tools.

This year's White Paper features discussions on the particularly hot topics in 2022, such as metaverse, virtual fashion, NFT, AIGC, etc. As our theme this year "THE FUTURE: FASHION MATTERS" suggests, technology is shaping industries like clothing, food, housing and transportation, as well as the way people live at an extraordinary speed. From the world's first Metaverse Fashion Week held in March 2022 to the launch of the world's first metaverse city "METAVERSE SEOUL" by the Seoul government in January 2023, and from NFT to AIGC (AI-generated content), as well as ChatGPT that

became a global phenomenon at the beginning of this year, technology has sparked everyone's attention and thoughts. How to treat AIGC phenomenal apps like MIDJOURNEY? Will Generative AI replace fashion IPs? These questions will be addressed in Chapter IV of the White Paper. The future has come.

We also spotlight some interesting business changes in Chapter IV. In addition to the traditional luxury fashion groups, a number of small brand groups, creative units and independent brands have also grown rapidly over the past few years. These include OTB Group, NGG Group, brands affiliated to VANGUARDS, brands like GANNI, JACQUEMUS, etc., and many have made it into the FASHION IP 100 list. We've also dug into the topic of "design power" and "culture power". The past few years have witnessed a growing image of brand owners and designers as "cultural curators", with "cultural narrative ability" becoming an increasingly vital element for brands to compete for consumers and attention in the face of fierce market competition.

As the saying goes, "A stone taken from another mountain may serve as a tool to polish the local jade." In Chapter II, we present 10 best co-branding projects for the year selected from the 43 best co-branding projects of Fashion Exchange in Q4 2022. The 10 projects cover industries of sports, outdoors, trends, home life, 3C electronics, automotive, watches, food and beverage, etc., which have performed outstandingly in product concept, value creation, marketing and promotion, sales results realization and users' emotional experience. They have unique value highlights and action logic worth learning from in different dimensions such as strategy formulation, IP selection, promotion, sales, etc. We hope this can provide reference for your co-branding planning. Facts have proved that high-quality crossover collaborations and brand partnerships remain the most effective method with high return on investment for brands to launch new products, create viral products, acquire new customers, promote conversion, enhance repurchases, and improve brand awareness. This approach has been commonly applied industries such as fashion and luxury goods, automotive, beauty and skincare, sports and outdoors, 3C electronics, food and beverage, home furnishings, and fast fashion.

That is not all though. I believe that the most valuable and

attractive aspect of high-quality crossover collaborations and brand partnerships lies in the opportunity to engage in professional exchange and intellectual collision with exceptional fashion IPs from different fields. This intellectual stimulation and crossing of industry perspectives enables business leaders and decision-makers to break out of information silos and self-imposed limits, constantly broaden their horizons and enhance their cognitive capabilities."Insight is more important than knowledge. Embrace openness and engage with the world. Enjoy a cup of coffee to absorb the energy of the universe,"said Ren Zhengfei, founder of Huawei. The message advocates for open communication and intellectual collision. From this point of view, Fashion Exchange is like a café that connects brands, users, and creators. In this café, various brands and creators of fashion IPs on the Fashion Exchange platform collaborate on user needs. Meanwhile, our list and White Paper are the annual treat that the café offers to all industry players.

The just-concluded "Two Sessions" of China coincide with a critical period for striving for national economic growth in 2023, as emphasized in the Report to the 20th National Congress of the Communist Party of China, which advocates for high-quality development. High-quality development requires high-quality growth first, rather than the low-quality and inefficient growth in the past that relied on traffic and price wars. High-quality growth calls for upgrading product design, quality, price, store experience to meet people's growing demand for a better life. It is clear that high-quality brand cooperation is also essential for this endeavor.

Welcome to Fashion Exchange Café. Join us for a coffee break to exchange and discuss the ways to achieve high-quality development and brand collaboration, to spot China's new consumption frontier in 2023.

Chapter 1

2022 BEST GLOBAL COLLABORATION



2022 BEST GLOBAL COLLABORATION

In recent years, collaborations have experienced an unparalleled surge, dismantling industry barriers and overcoming compatibility issues between disparate product categories to encourage communication and integration among diverse consumer groups. Amidst a market saturated with both genuine creative ideas and ostentatious but ultimately ineffective collaborations, the quality of collaborations is highly variable. While there is ongoing debate surrounding the return on investment for brand marketing through collaboration, it remains a powerful tool for many brands to expedite product innovation and appeal to young consumers.

In 2022, Fashion Exchange conducted a quarterly analysis of collaboration cases worldwide, aimed at exploring the effective use of collaborations to communicate with consumers and create long-term value for brands through the short-term promotion of co-branded products. Based on preliminary data gathered by Fashion Exchange, more than 1,620 collaborations worldwide garnered attention from Chinese markets and media, spanning over ten industries. Using campaign influence and representativeness as selection criteria, 43 cases were chosen over four quarters to examine outstanding practices in product creativity, value creation, customer experience, promotion and communication, campaign results, and emotional resonance. Ultimately, the study identified 10 exemplary global collaborations from 2022 to share with readers.

Each of these collaborations features unique value propositions and actionable insights that can be applied in practice. Fashion Exchange aims to offer brands, companies, and fashion IPs a set of reference points for their collaborations, including decision-making, strategy development, product research and development, and resource integration.



Supreme
x
Burberry



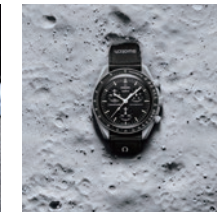
Aimé Leon Dore
x
New Balance



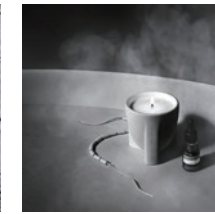
TSINGTAO
x Carol Lim &
Humberto Leon



MM6 Maison Margiela
x
SALOMON



OMEGA
x
SWATCH



Rick Owens
x
Aēsop



PALACE
x
CALVIN KLEIN



Levi's
x
Human Made



Nike
x
Louis Vuitton



Dior Vibe
x
Technogym



CONVERSE
x
Rick Owens DRKSHDW



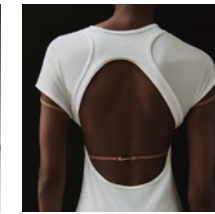
GENTLE MONSTER
x
MONCLER



SORAYAMA
x
Mizuno



HUBLOT
x
Samuel Ross



Nike
x
Jacquemus



Virgil Abloh
x
Maybach



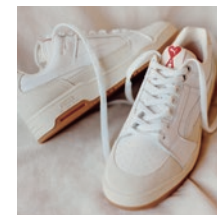
adidas
x
Song for the Mute



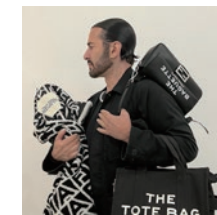
IKEA
x
Swedish House Mafia



BYREDO
x
OJAS



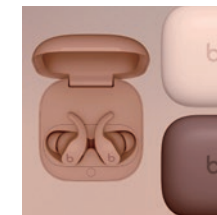
PUMA
x
AMI Paris



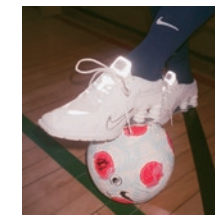
FENDI
x
Marc Jacobs



BEAMS
x
Arc'teryx



Beats
x
Kim Kardashian



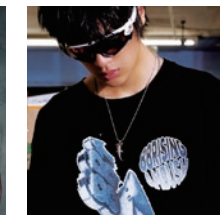
Martine Rose
x
Nike



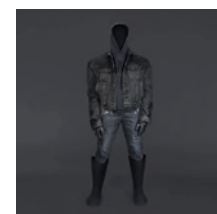
DADA
x
Be@rbrick



Supreme
x
Yohji Yamamoto



88rising
x
AMBUSH



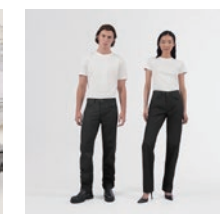
YEEZY GAP
x
BALENCIAGA



sacai x
Jean Paul Gaultier
x Nike



JJJJound
x
ASICS



Uniqlo
x
Helmut Lang



Burberry
x
Minecraft



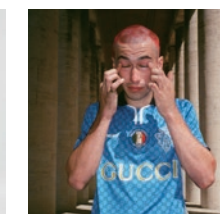
SAMSUNG
x
Masion Margiela



BMW
x
Futura 2000



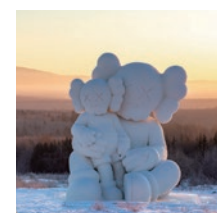
ADER error
x
ZARA



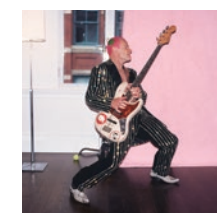
Gucci
x
Palace



GUCCI
x
adidas Originals



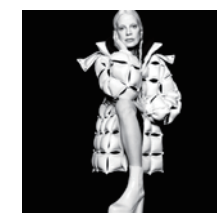
KAWS
x
The North Face



Stüssy
x
Dries Van Noten



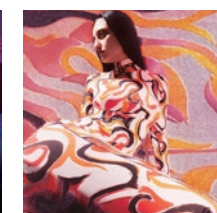
McDonald's
x
ANGUS CHIANG



Moncler maya 70



UGG
x
Feng Chen Wang



Uniqlo
x
Marni

Aimé Leon Dore × New Balance



Designer x Brand

Clothes Sports

In January 2022, LVMH Luxury Ventures, a venture capital entity of LVMH Group, announced its partial equity acquisition of Aimé Leon Dore (ALD), a New York streetwear brand that was established in 2014. Following this move, speculation grew that ALD founder Teddy Santis might become the successor to Virgil Abloh as the Creative Director of Louis Vuitton. Before this acquisition made the headline, ALD was not widely known to consumers, especially in China. However, the Aimé Leon Dore x New Balance collaboration in 2019 has gained a devoted following and sparked a buying frenzy with unprecedented secondary market premiums, which helped put ALD on the radar and set the stage for the brand's robust growth in 2022.

The collaboration between Aimé Leon Dore and New Balance stood out in the sneaker market thanks to its minimalist retro design, carefully chosen color palettes, and an apple-shaped basketball icon that pays homage to Teddy Santis's hometown of New York City, also known as "the Big Apple." At a time when retro styles are trending, this collaboration emerged as a dark horse, capturing the attention of sneaker enthusiasts worldwide. The popularity of Aimé Leon Dore x New Balance was not just a passing trend, as evidenced by the current resale prices. Even now, shoes from the collaboration are fetching around RMB 3,200 (approximately USD 500), with some sizes and colorways commanding resale values four times higher than their original retail prices. This success has highlighted the explosive potential of a niche fashion IP, but also challenged us to reexamine our perception of "niche."

Teddy Santis, hailing from Greek roots, was raised in Queens, New York, with no formal fashion education or industry background. His inspiration came from the 90s Hip Hop and American street culture, which he infused into the sophisticated streetwear image of Aimé Leon Dore that embodies diverse hip-hop cultures and European minimalism. Thus, ALD is not just a lucky beneficiary of the trend of retro fashion, but rather, one of the brands that sparked the current retro vibe trend. This is what New Balance recognized and capitalized on. ALD's mastery of American retro style and its design power effectively eliminated New Balance's concerns about its less powerful social media presence. Compared to some other brands who were simply hoping to cash in on collaborations with well-known fashion IPs, by partnering with ALD, New Balance was able to become a pioneer in the promotion of retro aesthetics and timeless style, rather than simply following the latest trends. Meanwhile, ALD as a "niche" brand also saw an explosion of publicity and commercial growth.

The moral of this story is that the success of collaboration isn't always have to rely on established fashion IPs. In fact, a focus on visual appeal and design excellence is more likely to achieve long-term success than a focus on fleeting trends and viral sensations. This is evident in the appointment of Teddy Santis as the Creative Director of New Balance's MADE in USA series in April 2021. This partnership has gone beyond a marketing campaign with a designer to evolve into a strategic partnership that benefits both brands.



Selected for:

Concept: **Live In Balance**

Result: **Price premium exceeded 400% in the secondary market.**

Value: **The power of "niche" fashion IP to go viral**

Overall rating: ★★★★★

KAWS × The North Face



CR: The North Face



KAWS

Artist x Brand

Art Outdoor



CR: The North Face



CR: The North Face

In 2018, KAWS, a prominent American artist, partnered with AllRightsReserved to introduce “KAWS: HOLIDAY,” a new art project that kickstarted its world tour in Seoul, Korea. In January 2022, the exhibition touched down on Changbai Mountain in China, marking its eighth stop. The highlight of the event was the two large-scale COMPANION sculptures that represented a parent and child nestled atop mountainous snowcaps. The harmonious yet conflicting juxtaposition of the sculptures’ playful vibe with the artist’s signature unsettling portrayal offered visitors a unique, artistic experience through the brand’s debut exhibition in mainland China. As a premier outdoor sports brand, The North Face not only sponsored the “KAWS: HOLIDAY” global exhibition but also collaborated with the artist on a new project. Under the leadership of Tim Hamilton, who became the brand’s Head of Global Creative in 2017, The North Face has gained a reputation for its innovative and stylish collaborations. It took five years of careful planning and development for The North Face and KAWS to bring their joint vision to life before the collaboration was officially launched in 2022.

With his signature technique, KAWS added a touch of visual flair to strike a balance between the high-tech performance and utilitarian needs of expedition gear and the latest trends. He also reimagined the iconic silhouettes of TNF’s bestsellers, including the Icons of Exploration line, the Freeride Fleece Jacket, the Nuptse Down Jacket, and the Retro 1986 Mountain Jacket, to showcase the fusion of TNF’s brand heritage and contemporary art. This reflects TNF’s dedication to innovation while staying true to its classic brand identity. Successful co-branding requires mutual understanding, appreciation, trust, and respect, especially when collaborating with artists. Brands must use their technical expertise to reflect the inspiration of art, while artists must skillfully express the brand’s value in their work to enhance its appeal. The North Face XX KAWS is an excellent exemplar of this foundation. In their second collaboration released in October 2022, the camp shoe Thermoball Traction Mule sparked a buying frenzy, with certain sizes commanding up to a 200% premium in the resale market. As the focal point of this collaboration, over 100 million views on China’s social media platform Weibo and nearly a million views on Xiaohongshu. The success of this collaboration demonstrates that the integration of resources is vital, and with a solid foundation of mutual trust and respect, brands and artists can achieve remarkable results.

KAWS 2022 FASHION IP 100 NO.14

Selected for:

Concept: **Exploring beyond boundaries**

Result: **Relevant hashtags received over 100 million views on social media.**

Value: **The exemplar of artistic collaboration—trust, respect, and resource integration for win-win**

Overall rating: ★★★★★

Gucci × Palace



CR: Gucci

PALACE GUCCI

Designer x Brand

Luxury

Clothes



CR: Gucci



CR: Gucci

Although collaborations between luxury fashion houses and niche brands have become somewhat lackluster, Gucci has brought a refreshing and authentic collaboration to the market this year with its partnership with Palace. Co-created by Alessandro Michele, Gucci's former creative director, and Palace's co-founders, Lev Tanju and Gareth Skewis, the collaboration captures the spirit of contemporary streetwear by combining Gucci's iconic influence on the younger generation with Palace's distinct style archive. With Alessandro Michele's departure, this collaboration has become a swan song of co-branding during his tenure as Gucci's creative head.

The product design of the Gucci and Palace collaboration reflects the current tastes and preferences of the streetwear market and young consumers. The series merges Gucci's iconic GG emblem and Palace's distinctive Triferg canvas to create a new monogram that retains the DNA of both brands. It also incorporates popular trends such as blokecore and Y2K, resulting in a refreshing and novel product offering. Notably, the collaboration invited players from other industries to create unconventional and standout pieces, including the V7 motorbike in partnership with motorcycle manufacturer Moto Guzzi and a safe crafted by Conforti. This collaboration also marks a significant milestone for Palace, as it debuts its first women's wear collection. The overall visual language of the series is highly expressive and theatrical, with a campaign video shot by artist and director Max Siedentopf paying homage to iconic scenes from film and TV shows. The campaign video is a masterful expression of the brand's playful and quirky spirit. Furthermore, this collaboration was sold in the same vein as many popular streetwear brands, utilizing the "random drop" model.

After its announcement, the collection was made available on Gucci's new e-commerce platform, Gucci Vault, and through pop-up stores located in key cities around the world. This strategic move set it apart from previous Gucci collaborations and demonstrated the brand's intention to address a longstanding gap in the streetwear market. Gucci's pricing strategy for this collaboration is a testament to its ambition to solidify its position in the luxury streetwear market. Despite the premium pricing, the collection's popularity was evident as many items sold out shortly after release, with some pieces commanding premiums of over 200% in the secondary market. This pricing approach reflects Gucci's confidence in its ability to tap into new growth opportunities and reach a younger audience through collaborations. It's a reflection of the high-quality products, creative thinking, and precision marketing that are all interwoven and worthy of examination and emulation by other brands seeking to gain valuable insights and appeal to their audience through successful collaborations.

PALACE

2022 FASHION IP 100 NO.62

Selected for:

Concept: "Guccier than Gucci"

Result: **Secondary market price premium exceeded 200%.**

Value: **Meet the preferences of community consumers by specific product planning.**

Overall rating: ★★★★★

Rick Owens × Aēsop



CR: Aēsop

Aēsop. *Rick Owens*

Designer x Brand

Clothes Personal care/Fragrance

The limited edition collaboration between Rick Owens and Australian skincare brand Aēsop, which sold out completely on its second day of release in Sydney, is an unexpected yet intuitive partnership. By choosing a brand that appears to be incongruous with Rick Owens' edgy style for his debut in the skincare and fragrance market, a natural buzz was created. Despite the collaboration not receiving intensive promotion in the Chinese market before its release, the announcement of the upcoming launch caused a significant surge, with Rick Owens seeing a remarkable 2741% day-over-day increase in the WeChat index on March 30. The collection was officially launched on April 1 on Aēsop's WeChat mini program and was sold out within the same day. Rick Owens is no stranger to Aēsop, having long been a devoted fan of the brand and publicly expressing his fondness for it on multiple occasions over the years. Along with revamping the product's packaging design, this collaboration also involves co-creating a new fragrance named "Stoic" by Rick Owens. This provides consumers with a multi-faceted experience from "looking like a Rick Owens design" to "smelling like Rick Owens." The Stoic fragrance debuted in March at Rick Owens' Fall/Winter 2022 show in Paris in the form of a dreamy fragrance mist, which immediately sparked a lively discussion. The fragrance was promptly released to the market after the show to capitalize on the buzz. Additionally, the product highlights include custom-developed ceramic beads for scent diffusion. Rick Owens and Aēsop have joined forces to create a limited edition collection that challenges consumers' preconceived notions of them. The result is a stunning surprise that reveals the serene side of Rick Owens and a side of Aēsop that is nonconformist and avant-garde. By pushing the boundaries and exploring new possibilities, this collaboration inspires and expands the possibilities of lifestyles for their existing customer base. Despite their highly contrasting brand images, the two brands share a common ethos—a yearning for tranquility and a passion for minimalism. Through their thoughtful design that dares to break the rules, they have created the latest trend of gothic minimalism that is both bold and gentle.

Rick Owens
2022 FASHION IP 100 NO.54

Selected for:

Concept: **Echoes of distant affinity**

Result: **The WeChat index of Rick Owens increased by 2741% day-over-day prior to the official launch.**

Value: **To balance the "Highly contrasting brand images" is the key to the success of this collaboration.**

Overall rating: ★★★★★



CR: Aēsop



CR: Aēsop

Virgil Abloh × MAYBACH

VIRGIL ABLOH™



Mode: Designer x Brand

Industry: Auto

Clothes



CR: Mercedes-Benz

Marking their third collaboration after two successful concept car releases in 2020 and 2021, the Mercedes-Benz Group AG and the late artist and designer Virgil Abloh have joined forces once again to unleash their latest creation upon the world: the limited edition of the Mercedes-Maybach S680 Virgil Abloh launched in 2022, a combination of luxury car manufacturing and electric travel.

Born from the visionary minds of Gorden Wagener, Chief Design Officer of Mercedes-Benz Group AG, and the artistic mastermind Virgil Abloh, this exceptional concept car, also the centerpiece of the enigmatic and opulent Project Maybach, was conceived from a collision of inspirations from the realms of high-end motoring and minimalistic design. It breaks free from traditional boundaries by seamlessly blending the interior and exterior of the vehicle. With a body size of nearly six meters, a bold sandy beige paint job, anti-roll brackets with integrated luggage rack, searchlight clusters, and 17-inch rims, this masterpiece showcases the adventurous luxury spirit of the Maybach.

Inspired by the Project MAYBACH concept car, the Virgil Abloh x Mercedes-Maybach S-Class seamlessly integrates the S680's functionality into luxurious craftsmanship. Strictly limited to a global run of 150, with just 22 exclusively allocated to China, this coveted two-door coupe was sold out instantly at an awe-inspiring price of 5.241 million RMB—a premium of over 74% compared to the base model. Moreover, to complement this magnificent creation, a capsule collection designed by Virgil Abloh and in collaboration with Off-White™ was also unveiled in tandem, featuring a range of trendy items such as T-shirts, hoodies, racing gloves, and baseball caps.



CR: Mercedes-Benz

The luxury car industry is currently undergoing a transformative period, marked by a shift in power dynamics and an evolution in market priorities. Despite imminent inflation and global economic volatility, high-end automobiles have regained their popularity among the high-net-worth clientele, with the focus gradually moving away from Europe and America towards China and the Middle East. To win over the hearts of the emerging affluent, car manufacturers have enthusiastically embarked on high-profile collaborations with various fashion labels. Mercedes-Benz's partnership with the renowned streetwear guru Virgil Abloh represents a pivotal strategic move for the company's "Top End Luxury" segment, one of the three major product categories underpinning its growth strategy in recent years. The group has set its sights on increasing sales of high-end models by 60% by 2026 compared to 2019. Drawing on the collective might of the Mercedes-Benz Group, fueled by bold show car designs, and propelled by cutting-edge technology, the Mercedes-Maybach x Virgil Abloh collaboration has yielded groundbreaking innovations across the dimensions of design, technology, and cross-disciplinary partnership. Over the course of a three-year partnership, the legacy series has consistently elevated and reinforced Mercedes-Benz's brand identity as a trailblazer of "neo-luxury" for its target audience, achieving key strategic objectives in the process. The success of this collaboration has sparked a surge in demand for the group's "Top-End Luxury" product line, contributing to an 83% increase in revenue to 5.2 billion EUR (approximately 6.1 billion USD) in the third quarter, according to Mercedes-Benz. The outstanding sales performance and positive word-of-mouth generated during this campaign have also led to a revised revenue growth forecast of over 15% for 2022, a significant uptick from the initial projection of 5%-15% for the year.

VIRGIL ABLOH™

2022 FASHION IP 100 NO.49

Selected for:

Concept: **Project MAYBACH**

Result: **Drove 80% increase in quarterly revenue for Mercedes-Benz Group AG; set a new record for retail prices of Mercedes S-Class**

Value: **Acquired new customers through successful collaboration with a streetwear brand to bring a fresh perspective on "neo-luxury"**

Overall rating: ★★★★★

Jacquemus x Nike



CR: instagram @Jacquemus



JACQUEMUS

Designer x Brand

Clothes

Sports

Nike has set a goal to make the 2020s the “decade of women’s sports,” as its women’s business continues to trail significantly behind its men’s segment. With emerging sportswear brands quickly catching up in 2022 and longtime rival Adidas targeting luxury Italian fashion houses for premium collaborations, Nike must navigate a complex landscape of internal and external pressures and make strategic decisions to stay ahead in the competitive sportswear market.

Nike’s collaboration with independent fashion designer brand Jacquemus from Southern France is a departure from its usual partnerships with streetwear labels. Despite being carefully crafted over the course of three years, the joint venture generated buzz well before its official release, capturing attention from all corners of the internet. Drawing inspiration from Nike’s ACG collection, which emphasizes retro outdoor style, the collaboration reimagines the brand’s iconic products from the 80s and 90s. The collection centers on minimalist sportswear for women, blending classic French chic with American retro aesthetics to create highly distinctive designs through intricate details.

Jacquemus, a fashion brand that had been established for years but only recently opened brick-and-mortar stores, is known for its digital marketing mastery and aptitude for creating a uniquely appealing vibe and telling emotive stories. Its knack for creating viral products is evident in items such as the La Bomba straw hat and Le Chiquito mini handbag, which remain popular on social media and top seller lists for years. Additionally, Jacquemus’ highly otherworldly fashion shows are highly anticipated by the fashion industry and professionals each season, with each release generating buzz on social media.

The Nike x Jacquemus collaboration made a stunning debut at the Jacquemus FW22 runway show, garnering attention and engagement across social media platforms before, during, and after the event. Within just three hours of the collection’s release on jacquemus.com on June 28, 2022, it was completely sold out, causing a 2527% surge in the search volume for keywords related to the official announcement. Following its launch, searches for Jacquemus on Lyst soared by 55%, indicating surging sales and positive reception. In a market where blending beautiful styles with high-performance sportswear is increasingly common, Nike differentiated itself by partnering with Jacquemus to craft “evocative yet free-spirited flair,” effectively broadening its range of women’s athletic fashion. Additionally, this partnership enabled Jacquemus to showcase its unique design aesthetic to a wider audience, expanding its reach beyond a niche market.



CR: nike



CR: nike

JACQUEMUS

2022 FASHION IP 100 NO.64

Selected for:

Concept: **Minimalist sportswear for women**

Result: **Sold out within three hours of launch**

Value: **Mastery of social marketing meets free-spirited flair and emotive product values**

Overall rating: ★★★★★

omega × swatch



Brand x Brand

Watch

StockX, the popular online marketplace for buying and selling authentic sneakers, streetwear, and luxury goods, has recently reported that the Omega x Swatch timepiece collaboration has become the best-selling watch series on its website. The demand for this partnership has been overwhelming, with the average resale price exceeding the original value by more than 240%. The success of this collaboration is even more impressive considering that it is not a limited edition collection—the brands have clearly announced on their official social media accounts that they will restock the watches in designated stores after the initial launch frenzy. Despite this, some colorways are still commanding prices as high as GBP 6,300 (approximately USD 7,600) on eBay, which is nearly equivalent to the price of a new Omega watch. Judging by the sales performance, it is evident that this partnership between two Swatch Group stalwarts has struck a chord and far exceeded expectations, further driving the sales of all Omega Speedmaster models with the demand for the Moonwatch has skyrocketed by over 50%, and sales of other models have achieved double-digit growth.

Omega's contribution of the iconic Speedmaster Moonwatch—the only watch that has ever been worn by NASA's Apollo 11 astronauts on their mission to land on the moon—as the blueprint for the collaboration demonstrates their willingness to embrace change and appeal to a younger audience. Swatch's modern and vibrant design philosophy, combined with the use of innovative materials, has resulted in a unique collection of timepieces that offer consumers a rare opportunity to acquire an Omega watch at a price point typically associated with Swatch timepieces.

In recent years, Swatch has faced significant challenges due to the popularity of smartwatches, resulting in declining sales and waning market attention. However, the Omega x Swatch collaboration has provided a much-needed boost to Swatch's brand image, thanks to its vibrant color palette and innovative use of materials. Swatch's strategic decision to eschew e-commerce in favor of brick-and-mortar stores has helped the company regain a loyal customer base, with huge flocks queuing outside stores once again. This success has translated into increased sales across all product lines and has reinvigorated the in-store purchasing experience. By leveraging their respective strengths and resources, both Omega and Swatch have created a new model for watch collaboration that has far exceeded expectations.

This groundbreaking collaboration has united two watch brands with vastly different value propositions, marking the first partnership of its kind in a century. As a result, it has become one of the most talked-about and sought-after watch series of the year. While the collection stirred

up some controversy upon its initial release, its irreverent spirit and aesthetic appeal have won over many watch enthusiasts and collectors in the months since. Even seasoned collectors have changed their views, appreciating the series' wearability, innovative materials, and playful design. The sustained popularity of the collaboration has led to regular restocking of stores to meet the unrelenting demand from customers.

It is rumored that Swatch will collaborate with other prestigious timepiece brands in the future, generating anticipation within and outside the watch industry. The Omega x Swatch collaboration has shown that effective resource integration and design innovation can break category barriers and attract a broader audience, leading to a subtle but impactful shift in the target audience. Through dedicated partnerships, businesses can attract new customers while keeping existing ones engaged with innovation and excitement. This example may serve as inspiration for future collaborations within the same industry to achieve remarkable outcomes.

Selected for:

Concept: **Reach For The Planets**

Result: **Non-limited products achieved secondary market premiums of over 240%.**

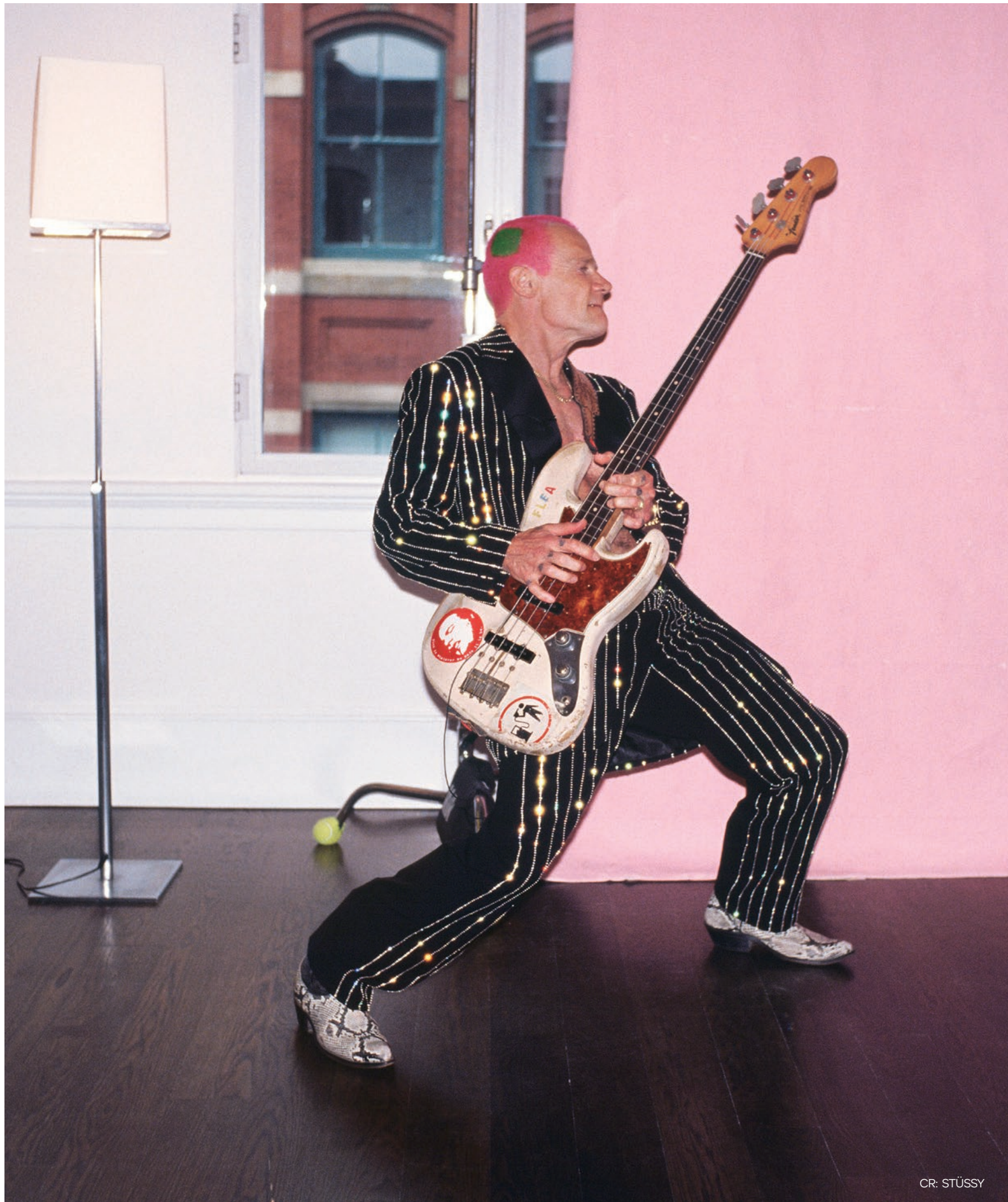
Value: **Innovative collaboration between two sister companies in the same product category offering top-notch designs at affordable prices**

Overall rating: ★★★★★

Stüssy × Dries Van Noten



DRIES VAN NOTEN



CR: STÜSSY

Stüssy, the iconic American West Coast streetwear brand, has teamed up with Belgian fashion house Dries Van Noten (DVN) to create a highly-anticipated collaboration. DVN, known for avant-garde haute couture designs, has surprised many with its entry into the streetwear market through this partnership. Teaming up with streetwear OG brand Stüssy demonstrates DVN's ambition to make a mark in the streetwear market, while also serving as another attempt for the brand to seek a breakthrough. The collaboration combines Stüssy's laidback California approach with DVN's "unusual elegance" rooted in Antwerp, resulting in an unconventional and exciting fusion that has garnered praise from both streetwear aficionados and haute couture enthusiasts. Flea, the legendary 60-year-old bassist from the American rock band Red Hot Chili Peppers was invited to perform in the collaboration's promotional video, adding avant-garde and subcultural undertones to the choir. DVN has a rich history of using design to tell stories about music and underground subcultures, while Stüssy has been at the forefront of contemporary youth culture. This collaboration masterfully blends both parties together, using music as the narrative glue. With avant-garde tailoring and experimental visual presentation, the resulting punk-inspired piece bucks the norm and transports fans of both brands back to the golden age of the 80s and 90s. The campaign teaser took social media by storm upon its release. This collaboration skillfully maximizes the strengths of both sides, with DVN's eclectic use of prints and patterns taking center stage. The collection showcases exquisite

craftsmanship and design highlights such as beads and embroidery. While DVN's signature suits and trench coats can be found, Stüssy's classic streetwear pieces dominate the collection, including staple items like T-shirts, hoodies, and baseball jackets. Among them, the baseball jacket worn by Flea received widespread praise, with its reinterpretation of Stüssy's classic silhouette featuring graffiti and gold embroidered appliques on the back, offering a psychedelic appeal. As a result, the item has seen a secondary market premium approaching 100%. The series undoubtedly pushes the boundaries of streetwear design to a new level, effectively fusing the cultural values of both brands. It also broadens the audience of this collaboration beyond streetwear enthusiasts to include haute couture lovers, showing that collaborations remain a crucial and effective means for avant-garde designer brands to expand market reach.

Designer x Designer

Clothes



2022 FASHION IP 100 NO.35

Selected for:

Concept: **Crafting a cultural sanctuary in defiance of borders**

Result: **The secondary market premium of popular items from the collection approached 100%.**

Value: **Icon meets icon, effective integration of brand culture.**

Overall rating: ★★★★★



CR: STÜSSY

SAMSUNG × Masion Margiela

SAMSUNG

Maison Margiela
PARIS



CR: SAMSUNG

Designer x Brand

Clothes

3C

Maison Margiela
PARIS

2022 FASHION IP 100 NO.12

Selected for:

Concept: **Decortiqué tech**

Result: **Sold out within seconds of hitting the shelves**

Value: **Decortiqué empowered the ultimate convergence of fashion and technology**

Overall rating: ★★★★★

On December 1, 2022, Samsung launched the highly anticipated Samsung Galaxy Z Flip4 Maison Margiela Edition, which sold out within seconds of its release on Samsung's official website and other platforms, including KREAM. This marks Samsung's third collaboration with a luxury fashion house, following its successful partnerships with Thom Browne in 2020 and 2021. Vogue hailed the collaboration as "a ground-breaking smartphone design." Leveraging the power of Samsung's foldable Galaxy Z Flip4 and Maison Margiela's iconic design archives, the project carefully considered user experience to create a product that generated global attention and a buying spree, showcasing both strong competitive features of the product and the allure of both brands.

The solid white matte finish, coupled with Maison Margiela's signature decortiqué technique, is a nod to the see-through landline phones of the late 1990s and early 2000s, and brings with it a new wave of retro-futurism while paying homage to the Y2K era's elaborate luxury phones. The limited edition phone cases in the co-branding series are equally stunning. One case features Maison Margiela's unique bianchetto technique, where the surfaces of objects are transformed into one-of-a-kind hand-painted canvases that develop their own character over time. The other case is a brilliant twist on Maison Margiela's numeric coding ring, creating an understated emblem of luxury and artistic expression. Exclusive UX designs for the collaboration include the black-and-white inverted phone theme and paintbrush artwork, adding an extra layer of customization to the already impressive product.

This collaboration transcends the boundaries of a subversive collaboration or a successful marketing campaign to set a new standard for the integration of technology and fashion, where the unique value propositions and business expertise of both brands come together to create something extraordinary through thoughtful design details and expression of humanistic values. It has told a powerful story without words.



CR: SAMSUNG

McDonald's x ANGUS CHIANG



CR: Angus Chiang



ANGUS CHIANG

Designer x Brand

FMCG

Clothes

In the eyes of many consumers, McDonald's truly "gets" fashion. This is especially true for the Gen Z crowd, who see McDonald's as one of the few fast food brands that wholeheartedly embrace the fashion, trends, and cultures that they are passionate about. For many, McDonald's is not just a place to grab a quick meal, but a trusted companion that is always by their side and ready to join in on the fun, making the brand dear and near to their hearts. As 2022 drew to a close, McDonald's boldly partnered with the contemporary designer label from Taiwan, ANGUS CHIANG, to present "Chicken Food Fashion" (鸡不可失食装周, literally translated as "Chicken is not to be missed fashion show"), a series of four stylish and creative live fashion shows echoing four iconic chicken products: McSpicy Chicken Filet Burger (超"鸡"辣辣辣), Grilled Chicken Sandwich (超"鸡"仙仙仙), McSpicy Wings (超"鸡"搭搭搭), and McCrunch (超"鸡"咋咋咋). The campaign ingeniously blended the delectable flavors of McDonald's with the vibrant colors of the designer to infuse more warmth, scrumptiousness, and playfulness into people's lives amid the post-COVID era. The "Chicken Food Fashion" event is designed to strike an emotional chord with the intended audience by showcasing the parallels between McDonald's clucking-good chicken products and contemporary fashion trends. ANGUS CHIANG, the designer label, was invited to create a line of co-branded garments for four themed fashion shows, each centered around a classic chicken product. To add to the excitement, each week a discount was offered for one of the products and one "Chicken Food Fashion" event was live-streamed, generating a whirlwind of social media buzz in the chilly December of 2022. Looking at it from a brand building perspective, the McDonald's "Chicken Food Fashion" project can be likened to a fashion designer who embraces deconstructionism. It defies tradition, challenges the status quo of the industry, and uses deconstruction techniques to create an entirely new marketing strategy and playbook. In collaboration with ANGUS CHIANG, McDonald's has broken free from the norm, deconstructed the characteristics of its iconic products, uncovered the hidden connections between trending styles and mouth-watering treats, and rewritten the cultural narrative of FMCG (Fast-Moving Consumer Goods) brands. The project has shattered the traditional constraints of fashion shows by incorporating live commerce, allowing McDonald's to tap into new potential with more unconventional and exclusive approaches. This project has redefined brand storytelling and product launches through the three pillars of tasty food, fashion, and live streaming. The campaign ingeniously linked McDonald's classic products with four popular fashion trends—hot and spicy, modern Chinese style, versatile, and retro—successfully transforming finger-licking feasts into stylish pieces. The campaign was also live-streamed on Chinese social media platforms with high user stickiness and engagement, such as Douyin and WeChat Channels. This approach has not only delighted McDonald's loyal customers with its fresh and innovative approach, but also drawn in new customers who were

captivated by the four fashion trends. What sets this collaboration apart is the way it bridged the gap between traditional runway shows and live commerce. By bringing together food and fashion with music, dance, storytelling, and product promotion, it fashioned a trendy and all-encompassing extravaganza. The "Chicken Food Fashion" campaign successfully captured the attention of both consumers within specific subcultures and communities as well as a wider range of online audiences, elevating the brand's appeal and driving sales conversion.



CR: Angus Chiang

Selected for:

Concept: "Chicken Food Fashion Week" (鸡不可失食装周)

Result: **It achieved a cumulative GMV of 17 million and doubled brand exposure and brand live-streaming cumulative views compared to the previous year, generating six times more interaction with the audience year-over-year.**

Value: **Icon meets icon, effective integration of brand culture.**

Overall rating: ★★★★★

Chapter 2

2022 FASHION IP 100



FASHION IP



*THE FUTURE:
FASHION MATTERS*



**2022 GLOBAL
FASHION IP 100**



2022 FASHION IP 100

How We Made The List

In 2022, Fashion Exchange published its 4th annual "Fashion IP 100" list, which it started in 2019 in partnership with CBNDData. We draw big data from three dimensions (consumption influence, search engine prevalence, and social media popularity) to calculate the FX Indexes of over 400 fashion IPs across the globe and select 100 IPs with top overall performances in the Chinese market in 2022 based on the results. FX Index is calculated on the basis of Baidu Index, public search data of top 3 social media platforms (Weibo, Xiaohongshu, and Douyin), and online consumption data of Alibaba platforms. It measures an IP's performance across different fields including Internet search, social media sentiment, and consumer market.

FX Index = CBNDData's consumption big data + Baidu Index + social media index

At Fashion Exchange, a designer/designer brand, artist, celebrity, or influencer is called a fashion IP. We emphasize a fashion IP's original design capability, unique fashion DNA, strong influence on the market, and the ability to empower fashion and non-fashion industries. Designers/designer brands included in our list will not be luxury or fast fashion brands. For artists, celebrities, and influencers to be included in our list, they will need to have certain popularity, but more importantly, they should have been in the leading position of a brand or show independent design ability by having led the R&D process of a product collection.



50% 

#Over half of the newly listed fashion IPs are from China

There were 26 new fashion IPs on the 2022 list, including 18 designers/designer brands, 7 celebrities and 1 influencer, with no artists. 15 of these 26 new entrants were from China, accounting for more than half.



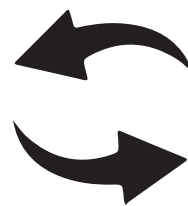
TOP 10

#NEW TOP10

5 fashion IPs, i.e. RIHANNA, ISSEY MIYAKE, JUSTIN BIEBER, BAI JINGTING and ALEXANDER WANG, all made their debut in the TOP10 list. Among them, BAI JINGTING was a new entry for 2022, and the other four have been on the list for 4 consecutive years.

DATA TO KNOW

2022 FASHION IP 100



#Return

- ① CARHARTT WIP and KARL LAGERFELD, which previously fell off the list, returned in 2022
- ② Among the fashion IPs that have been on the list for four consecutive years, Y-3 and Andy Warhol broke their downward trend in ranking year by year in 2022 to rise by 32 and 30 spots respectively on the overall list.



#Artist fashion IP's proportion declines for the first time

Designers/designer brands showed a continuous increase in proportion and remained the category with the most fashion IPs in the past four years. Influencers remained the least proportion, unchanged from last year. Celebrities rebounded while artists saw a drop in proportion for the first time.

20% 

#The number of fashion IPs consecutively on the list plummets again

In 2022, 47 fashion IPs made the list for four consecutive years, 13 fewer than in 2021, and 38 fewer than in 2020, when there were 85 consecutive names on the list. Data show that since the list's debut in 2019, over 20% of consecutive entrants fell off the list each year.

6

#Remarkable long-term record holders

Except for TOP1 in artists and TOP1 in Chinese designers/designer brands, the remaining categories had new records in 2022.

- ① KAWS: TOP1 in artist fashion IP for 4 consecutive years
- ② CLOT: TOP1 in China's designer/designer fashion IP for 4 consecutive years
- ③ There were only 4 fashion IPs that have been on the list for 4 consecutive years and maintained an upward trend year by year, namely FEAR OF GOD, LIU WEN, ALEXANDER WANG and MAISON MARGIELA.
- ④ Musicians remained the highest proportion of celebrity fashion IPs. Of the 20 celebrities on the list, 15 were musicians, accounting for over 70%.



DATA TO KNOW

2022 FASHION IP 100

6 #New Record



① FEAR OF GOD, the dark horse of the 2021 list, topped the 2022 list. Its diffusion line ESSENTIALS jumped to No. 2 on the list. It is also the first time that 2 of the Top 3 fashion IPs come from the same founder over the past 4 four years since the list's launch.

② Edison Chen became the second founder having 2 fashion IPs on the list since its launch: CLOT & Emotionally Unavailable.

③ NIGO broke Hiroshi Fujiwara's 3-year reign record and surpassed him to become TOP1 in influencer fashion IP in 2022.

④ Liu Wen broke Shawn Yue's 2-year reign record and became TOP1 in China's fashion IP and celebrity in 2022, ranking 3rd in the overall list.

⑤ "Young" designer brand fashion IPs surged: On the 2022 list, 25 designer brand fashion IPs were founded after 2010, 3 of which have been on the list for 4 consecutive years; 13 were founded after 2015, up over 100% year-on-year.

⑥ Among the 18 new designer/designer brand fashion IPs on the list, 13 were founded after 2010, accounting for over 60% of the total.

#Rising fashion IPs

- Top risers in 2022:**
ALPHA INDUSTRIES (+46)
AMIRI (+45)
ACNE STUDIO (+43)
Lu Han (+42)
ADER ERROR (+40)

① Of the 29 new fashion IPs that made the list last year, 14 rose in rank in 2022, with six of them jumping more than 30 spots, including Jackson Wang, AMIRI, Ader error, Acne Studio, Lu Han, and NERDY.

② Of the 38 fashion IPs that rose year-on-year on the 2022 list, 24 advanced more than 10 spots.



#Falling fashion IPs

- Fastest Fallers:**
UNDERCOVER (-54)
GENTLE MONSTER (-51)
ANNA SUI (-47)
YAYOI KUSAMA (-46)
VETEMENTS (-42)



① The 5 fashion IPs with the largest drop in ranking are all those that have been on the list for 4 consecutive years. Among them, YAYOI KUSAMA and ANNA SUI became the biggest fallers in the overall ranking for the second consecutive year.

② There were 8 fashion IPs that have been on the list for 4 consecutive years but whose rankings have been decreasing year by year, i.e., SUPREME, STUSSY, MARC JACOBS, PALACE, NEIGHBORHOOD, STELLA MCCARTNEY, ANNA SUI, and HELMUT LANG.



2022 FASHION IP 100

DESIGNER / DESIGNER BRAND CELEBRITIES ARTIST INFLUENCER

2022 RANK	Name	Nation/Nationality	Region	Founded in/Year of Birth	FX INDEX	2021 RANK	RANK CHANGE
1	FEAR OF GOD	AMERICA	North America	2012	80.10	2	↑
2	ESSENTIALS	AMERICA	North America	2018	79.59	8	↑
3	LIU WEN (LIU WEN)	CHINA	Asia	1988	77.27	5	↑
4	SHAWN YUE (MADNESS)	CHINA	Asia	1981	77.23	4	—
5	RIHANNA (Fenty)	AMERICA	North America	1988	76.45	11	↑
6	ISSEY MIYAKE	JAPAN	Asia	1971	73.45	16	↑
7	JUSTIN BIEBER (Drew House)	CANADA	North America	1994	72.86	31	↑
8	THOM BROWNE	AMERICA	North America	2001	72.69	9	↑
9	Jingting Bai (Goodbai)	CHINA	Asia	1993	72.42	/	NEW
10	ALEXANDER WANG	AMERICA	North America	2005	71.13	13	↑
11	G-DRAGON (peaceminusone)	KOREA	Asia	1988	71.03	10	↓
12	MAISON MARGIELA	FRANCE	Europe	1988	70.98	24	↑
13	SUPREME	AMERICA	North America	1994	70.84	3	↓
14	KAWS	AMERICA	North America	1974	70.61	15	↑
15	JacksonWang (TEAM WANG Design)	CHINA	Asia	1994	69.56	45	↑
16	CLOT	CHINA	Asia	2003	67.50	6	↓
17	KENZO	FRANCE	Europe	1970	66.44	17	—
18	COMME DES GARÇONS	JAPAN	Asia	1973	66.21	20	↑
19	NPC	CHINA	Asia	2009	66.06	37	↑
20	NIGO	JAPAN	Asia	1970	65.96	34	↑
21	Y-3	GERMANY	Europe	2002	64.83	53	↑
22	BAPE	JAPAN	Asia	1993	64.51	14	↓
23	A.P.C.	FRANCE	Europe	1987	64.22	50	↑
24	YOHJI YAMAMOTO	JAPAN	Asia	1972	62.42	28	↑
25	Hajime Sorayama	JAPAN	Asia	1947	62.30	36	↑



2022 FASHION IP 100

DESIGNER / DESIGNER BRAND CELEBRITIES ARTIST INFLUENCER

2022 RANK	Name	Nation/Nationality	Region	Founded in/Year of Birth	FX INDEX	2021 RANK	RANK CHANGE
26	Travis Scott (Cactus Jack)	AMERICA	North America	1991	61.78	33	↑
27	MOSCHINO	ITALY	Europe	1983	61.62	21	↓
28	BEAMS	JAPAN	Asia	1976	61.31	29	↑
29	JIL SANDER	GERMANY	Europe	1973	60.65	23	↓
30	Hiroshi Fujiwara (Fragment Design)	JAPAN	Asia	1964	60.12	24	↓
31	SACAI	JAPAN	Asia	1999	59.27	18	↓
32	Jennie	KOREA	Asia	1996	58.51	/	NEW
33	ADER error	KOREA	Asia	2014	58.36	73	↑
34	Jeanne Damas	FRANCE	Europe	1992	58.08	/	NEW
35	STUSSY	AMERICA	North America	1980	57.88	19	↓
36	Murakami Takashi	JAPAN	Asia	1962	57.67	31	↓
37	AMIRI	AMERICA	North America	2013	57.47	82	↑
38	NERDY	KOREA	Asia	2017	57.36	69	↑
39	ALPHA INDUSTRIES	AMERICA	North America	1959	57.26	85	↑
40	William Chan (CANOTWAIT)	CHINA	Asia	1985	57.10	/	NEW
41	ACNE STUDIO	SWEDEN	Europe	1996	57.08	84	↑
42	SANKUANZ	CHINA	Asia	2008	56.76	/	—
43	VanNess Wu (xVESSEL)	AMERICA	North America	1978	56.53	70	↑
44	LEMAIRE	FRANCE	Europe	1990	56.47	39	↓
45	Yuhan Wang	CHINA	Asia	2018	56.39	/	NEW
46	MARC JACOBS	AMERICA	North America	1986	56.32	43	↓
47	PRONOUNCE	CHINA	Asia	2016	55.88	64	↑
48	AMBUSH	JAPAN	Asia	2008	55.86	22	↓
49	Virgil Abloh (OFF-WHITE)	AMERICA	North America	1980	55.63	12	↓
50	ANDY WARHOL	AMERICA	North America	1928	55.44	80	↑



2022 FASHION IP 100

DESIGNER / DESIGNER BRAND CELEBRITIES ARTIST INFLUENCER

2022 RANK	Name	Nation/Nationality	Region	Founded in/Year of Birth	FX INDEX	2021 RANK	RANK CHANGE
51	WE11DONE	KOREA	Asia	2015	55.38	48	↓
51	GANNI	DENMARK	Europe	2000	55.38	74	↑
53	Aries (U.G.C)	CHINA	Asia	1990	55.30	95	↑
54	RICK OWENS	AMERICA	North America	1994	55.25	41	↓
55	BEYONCE (IVY PARK)	AMERICA	North America	1981	55.12	58	↑
56	MaSiWei (AFGK)	CHINA	Asia	1993	54.55	/	NEW
57	Emotionally Unavailable	CHINA	Asia	2013	54.38	/	NEW
58	SAMUEL GUI YANG	CHINA	Asia	2015	54.25	/	NEW
59	Eli Russell Linnetz (ERL)	AMERICA	North America	2018	53.89	/	NEW
60	JASON WU	AMERICA	North America	2006	53.82	81	↑
61	TOTEME	SWEDEN	Europe	2014	53.72	87	↑
62	PALACE	UK	Europe	2009	53.70	26	↓
63	MAISON KITSUNE	FRANCE	Europe	2002	53.58	/	NEW
64	JACQUEMUS	FRANCE	Europe	2009	53.51	85	
65	Drake (OVO)	CANADA	North America	1986	53.49	78	↑
66	Sam Lee (Subcrew)	CHINA	Asia	1975	53.44	/	↑
67	VLONE	AMERICA	North America	2013	53.00	72	NEW
68	NEIGHBORHOOD	JAPAN	Asia	1994	52.98	58	↑
69	FENG CHEN WANG	CHINA	Asia	2015	52.71	/	↓
70	STELLA MCCARTNEY	UK	Europe	2001	52.61	47	NEW
71	THE ROW	AMERICA	North America	2006	52.56	/	↓
72	VTMNTS	FRANCE	Europe	2014	51.86	30	NEW
73	LOW CLASSIC	KOREA	Asia	2009	51.58	/	↓
73	Kylie Jenner (Kylie Cosmetics)	AMERICA	North America	1997	51.58	68	NEW
75	VIVIENNE WESTWOOD	UK	Europe	1971	51.55	44	↓



2022 FASHION IP 100

DESIGNER / DESIGNER BRAND CELEBRITIES ARTIST INFLUENCER

2022 RANK	Name	Nation/Nationality	Region	Founded in/Year of Birth	FX INDEX	2021 RANK	RANK CHANGE
76	LiuYe	CHINA	Asia	1964	51.46	83	
77	YIRANTIAN	CHINA	Asia	2014	51.23	/	NEW
78	GENTLE MONSTER	KOREA	Asia	2011	51.17	27	
79	R13	AMERICA	North America	2009	51.01	46	
79	ROARINGWILD	CHINA	Asia	2010	51.01	/	NEW
81	WTAPS	JAPAN	Asia	1996	50.96	94	
81	RANDOMEVENT	CHINA	Asia	2012	50.96	/	NEW
83	COMMON PROJECTS	AMERICA	North America	2004	50.95	52	
84	Ariana Grande	AMERICA	North America	1993	50.84	56	
85	CARHARTT WIP	AMERICA	North America	1989	50.79	/	Return
86	CASABLANCA	FRANCE	Europe	2018	50.05	/	NEW
87	ANNA SUI	AMERICA	North America	1981	50.03	40	
88	XU ZHI	CHINA	Asia	2015	49.89	/	NEW
89	CHEN PENG	CHINA	Asia	2015	49.88	/	NEW
90	Hailey Bieber	AMERICA	North America	1996	49.59	/	NEW
91	KEITH HARING	AMERICA	North America	1958	49.56	65	
92	UNDERCOVER	JAPAN	Asia	1993	49.22	38	
93	XIAO LI	CHINA	Asia	2015	49.18	/	NEW
94	KARL LAGERFELD	FRANCE	Europe	1984	49.15	/	Return
95	VEJA	FRANCE	Europe	2005	49.09	88	
95	Yayoi Kusama	JAPAN	Asia	1929	49.09	49	
97	HELMUT LANG	AMERICA	North America	1986	48.42	91	
98	Kid Cudi	AMERICA	North America	1984	48.32	/	NEW
99	AMI Paris	FRANCE	Europe	2011	48.15	77	
100	SHORT SENTENCE	CHINA	Asia	2015	48.08	/	NEW



CR: instagram @fearofgod



CR: instagram @fearofgod



CR: nike



FEAR OF GOD

DESIGNER BRAND
Jerry Lorenzo



"Things created today always bear the imprint of the past. What I am pursuing is to evoke echoes of the times through every piece of clothing."

— Jerry Lorenzo

In 2013, Jerry Lorenzo, who did not have a design background but had a degree in business, created the brand Fear of God because he could not find a suitable T-shirt. At the time when streetwear was transitioning into the luxury world, Fear of God rode the wave by starting with a minimalist aesthetic and advanced tailoring. It pioneered a high-end American street style and stood out from a number of trend-chasing streetwear brands. Despite its high average transaction value of over 1,000 USD, it has maintained steady growth and won over many celebrities and trendsetters with its highly recognizable style. The release of the brand's peaking fourth collection established its position in the fashion circle. The highly-sought-after, highly-priced Nike Air Fear of God 1 endowed it with strong commercial appeal, while the collaboration with Zegna marked key transformation in its design style. In the post-Covid era, Jerry Lorenzo has been gearing up to bring Fear of God into a context of "street elites" and striving for evolution of its design language. Meanwhile, he's leading the brand to upgrade itself, moving from "understanding the real needs of consumers" in the street world to "creating aesthetic needs for fashion consumers." In 2020, the brand officially ended its collaboration with Nike and turned to Adidas, taking over its basketball department. In January 2022, it released its first collaborative product at the Innersect Festival in Shanghai, which was quickly sold out with a secondary market premium of over 120%. The collaboration between the two parties has become one of the most discussed topics in the fashion circle. In Adidas' Remember the Why collection released at the end of the year, people noticed a strong resemblance to Fear of God. It is reported that the real Fear of God Athletics sub-line will be officially launched in the first half of this year, and everyone is waiting to see if it will help Adidas create the next commercial legend.



CR: instagram @essentials



CR: instagram @essentials



CR: instagram @essentials



ESSENTIALS

DESIGNER BRAND
Jerry Lorenzo



"I'm only doing things I firmly believe in and feel necessary. The necessity of Essentials for us lies in that it allows us to truly communicate with more people."

———— Jerry Lorenzo

As the inheritor of the Fear of God aesthetic gene, Essentials, to quote Jerry Lorenzo, provides a solid financial backing for the brand family, allowing it to remain independently operated and achieve stable growth. Since its birth in 2018, the more affordable Essentials, compared to Fear of God, has seen its commercial value increase year by year. It ranked 32nd in our list in 2020, broke into the top 10 as a dark horse of the year in 2021, and this year, became the second most popular fashion IP in the world after Fear of God. As a crucial member in Jerry Lorenzo's brand portfolio, Essentials shoulders an important responsibility: public relations, which is why this new street aesthetic could go beyond the runway and reach more wardrobes. On the secondary market, Essentials has always been one of the most popular brands on the StockX platform. Many young entrepreneurs and elite cryptocurrency traders are willing to pay three to four times the premium just to get a basic item. The inclusiveness and expandability of Essentials' clothing style has also helped the brand continue achieving reasonable extension in the past year. If Fear of God is a case of upward exploration of luxury street design, Essentials is gradually accomplishing its sacred mission of extending Jerry Lorenzo's aesthetics to a wider world.



CR: weibo @ 刘雯



CR: weibo @ 刘雯



CR: weibo @ 刘雯



LIU WEN(LIU WEN)

CELEBRATIES



"At every beginning, I get to know myself again."

—— Liu Wen

Since the beginning of her career, Liu Wen has grown to become the most commercially valuable Asian model. She is the only Asian to be named by American Vogue as one of the "25 models who defined the 2010s" and the first Chinese to enter the MDC model rankings. In the modeling industry, she has not only achieved many "firsts" representing China, but also shined on the international stage as a representative of Asian beauty. She has long established herself as the absolute leader on the runway and in advertising. In recent years, Liu Wen has also been adept at transitioning into fashion design, having collaborated with domestic brands such as ERDOS and Peacebird as a designer. Through these collaborations, she not only helps brands penetrate the younger market but also assists them in gradually transforming their design styles, playing a crucial role in the brands' rejuvenation. In addition, she also worked with Puma as a guest designer on a collaborative collection imbued with the beauty of China. Liu Wen's mode of collaboration is based on long-term cooperation with a single brand. She would accompany the brand in achieving its strategic goals of each phase and integrate her personal style into the brand's DNA to the maximum. Her strong commercial appeal and her gradually revealing ability to collaborate with brands across different industries have made her this year's highest-ranking fashion IP in the celebrity category.



Shawn Yue (MADNESS)

CELEBRITIES



"You need a reason to like something. You need to really like studying the story behind it. This process is important, even more important than the result."

—— Shawn Yue

The "Shawn Yue-style" has once influenced the fashion tastes of a generation of young people. In recent years, his achievements in the fields of art and trendy item collecting have become increasingly visible to the public. And his influence on the contemporary fashion landscape continues in a more multi-dimensional way. The most eye-catching of his many achievements is undoubtedly in virtual art collecting. As one of the earliest collectors to delve into NFT, Shawn Yue, after setting a record (HKD 120 million) for the most expensive art piece sold on an online auction in Asian history at "No Time Like Present," launched his original NFT, "ZombieClub Token," on OpenSea, the world's largest NFT trading platform. The presale channel was open for only 2 hours and 42 minutes before it broke the world record and reached the top of the OpenSea ranking. And the tokens were sold out in less than two minutes. Shawn Yue himself also took the opportunity to transform from a collector to an inside player. As an actor, singer, founder of the fashion brand Madness, owner of the e-sports team Mad Team, collector, and NFT entrepreneur, he has undergone many changes in his career, but the fact that he keeps influencing trends with his personal taste has remained unchanged.



CR: Instagram@madness_clothing



38



2022 FASHION IP 100

CR: fentybeauty



RIHANNA (Fenty)

CELEBRATIES



"I love things that allow me to stay creative and maintain a feeling of novelty. In cosmetics, you can achieve a lot without limits."

——— Rihanna

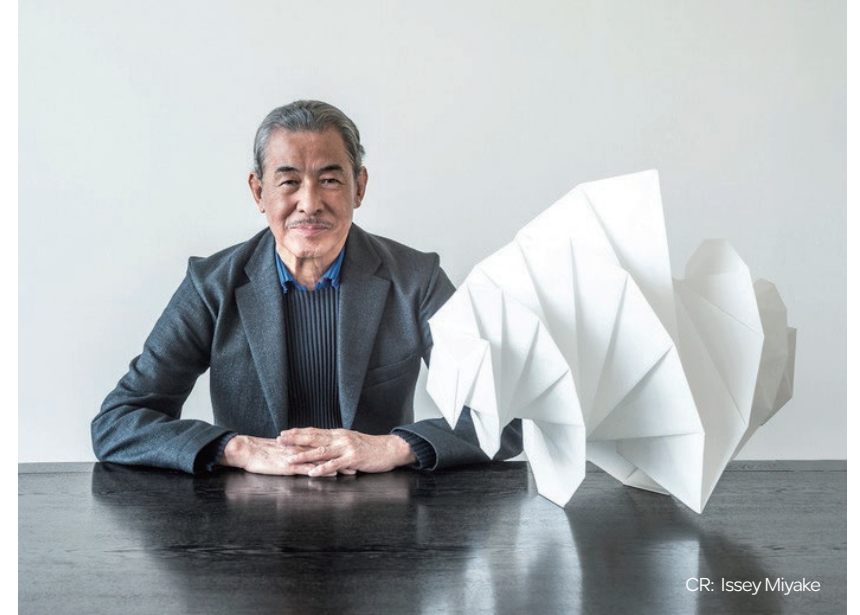
Rihanna, who has been on the "Fashion IP 100" list for four consecutive years, has broken into the top ten this year. In the Forbes Billionaires 2022 list published in April 2022, Rihanna, who owns three consumer brands covering beauty, skincare, and lingerie, made the list for the first time with a worth of 1.7 billion USD, of which 1.4 billion USD came from her beauty brand, Fenty Beauty, and nearly 270 million USD came from the lingerie brand, Savage x Fenty. Rihanna has not only become the first billionaire in Barbados and the youngest female billionaire in the United States but also the richest female singer in the world. With "diverse beauty" at the core of her brand philosophy, her lingerie brand covers dozens of sizes, and her beauty brand has set an industry standard that foundation should come in a wide range of shades. She has created more possibilities for the diverse beauty of female consumers. In the past year, in addition to remarkable achievements in fashion business, Rihanna, who has not released any album in six years, returned last year to the Billboard Hot 100 chart with her latest single "Lift Me Up." And in 2023, she performed at the Super Bowl halftime show. Every move she makes attracts heated discussion and people's new expectations for her future. Rihanna has proven with facts her strong influence in the contemporary music, fashion, and business worlds.



CR: instagram @isseymiyakeofficial



CR: instagram @isseymiyakeofficial



CR: Issey Miyake



ISSEY MIYAKE

DESIGNER /DESIGNER BRAND
ISSEY MIYAKE



"I have always believed that the space between the fabric and the body makes a garment. Through manual folding, we create a brand new, irregular space with undulations."

—— ISSEY MIYAKE

When it comes to Japanese fashion designers, Issey Miyake definitely cannot be ignored. In 1970, at the age of 32, Miyake opened his Miyake Design Studio in Tokyo, and started a completely new style that belonged to neither the West nor the East. The following year, he debuted his works at Paris and New York Fashion Weeks, causing a huge sensation with his unique deconstructive designs with a touch of Eastern aesthetics. In the 1980s, he accidentally discovered a special fabric that was lightweight and wrinkle-resistant, and developed the legendary pleated fabric, which became an icon of his Pleats Please line and made him famous around the world. He believed that fabric was the second layer of human skin and introduced his APOC, or "A Piece of Cloth," brand concept. Issey Miyake is undoubtedly the "forefather" of crossover collaborations. In as early as 1996, he started collaborations with artists. In particular, the 1998 "Dragon Explosion on PLEATS PLEASE ISSEY MIYAKE" in collaboration with Chinese firework artist Cai Guo-Qiang is still stunning to the eyes of today. Now, Issey Miyake is no longer a mere designer brand, but a fashion empire after many years of development. With PLEATS PLEASE, HOMME PLISSÉ, BAOBAO, HaaT, me, 132 5. Issey Miyake and other labels under it, Issey Miyake has not only become one of the brands with the most sub-brands but also established five franchise lines across different categories, namely perfume, watches, eyewear, furniture, and lighting, which continuously imbue the brand with new energy. Although the great designer left us forever this year, the fashion legacy he has left behind remains a treasure of us all.



Justin Bieber (Drew House) CELEBRITIES



"I know who I am. I know what I've done in my life. And I know what I've achieved and will go on to achieve as a performer, writer, artist, person, and human being."

— Justin Bieber

Justin Bieber is undoubtedly still one of the most influential singers in the current world. In the early stage of his career at the age of 16, he established himself as an idol with a global hit, "Baby." Meanwhile, his personal fashion style attracted wide attention and set off a Scumbro trend. The fashion label he started later, Drew House, is a continuation of this style. The first product launched under Drew House was a pair of hotel slippers, a daily favorite of Justin Bieber. At only 4.99 USD, the slippers were sold out soon after they went on sale. The smiley "drew" face on the slippers has become the brand's most recognizable logo, which expresses its original intention of bringing happiness to everyone through the product. The casual brand has won over numerous celebrities, who have spontaneously shared its products on social media. Meanwhile, the brand saw a steady increase in its influence in China. In September 2019, Drew House set up a pop-up store in Shanghai, where its followers queued up for an average of 10 hours per person, serving as evidence of the brand's popularity. In 2020, Drew House announced its entry into China and set up a WeChat mini-program store as its official sales channel. Apart from apparel, the brand also offers accessories and lifestyle products. Its crossover collections have also been well-received, among which the most representative is undoubtedly the Crocs collab. Justin Bieber's first preview of the collab on social media led to an 11% increase in Crocs' stock price. And the collection's second item is still enjoying an over 200% price premium on the secondary market. Justin Bieber's fashion ambition did not stop here. At the end of 2021, he founded the NFT brand inBetweeners, which achieved a sales revenue of 15 million USD on the primary and secondary markets within just a year. It can be said that the NFT project has become a blue chip and we can see Justin Bieber's acute business sense.



CR: instagram @thombrowne



CR: instagram @thombrowne



THOM BROWNE.
NEW YORK

DESIGNER /DESIGNER BRAND
Thom Browne



"It is the grey suit from the very beginning. It is the beginning of every collection. I want people to see my formal wear army. This is a man in the Thom Browne style: Formally dressed, fully confident, with a serious working attitude."

——— Thom Browne

Thom Browne's fashion aesthetic is rooted in American tailoring and he has been expanding his design portfolio. After several years of absence at Paris Fashion Week, he returned with his theatrical aesthetic unchanged. Established in 2001, the brand started by subverting traditional tailoring and offering a shrunken version of high-end tailoring, revolutionizing men's wardrobes around the world. Later on, it introduced its women's line and set off a gender-neutral suit trend. Thom Browne himself has been a recipient of CFDA's Menswear Designer of the Year award three times and has recently succeeded Tom Ford as the new chairman of CFDA, which is further evidence that the brand is still gaining momentum. The brand has also been actively collaborating with different partners to further enhance its business portfolio. It has partnered with Samsung for several times to gain presence in the technology sector, the products of which were all sold out in seconds. This year, its Maya 70 crossover project with Moncler received rave reviews. It has also worked with Meta to expand into the digital fashion market. The brand's revenue reached 100 million USD in 2015 and has been steadily increasing since then. Despite the pandemic in 2020, Thom Browne still saw growth, with the sales of the year reaching 200 million USD. In the third quarter of this year, sales of the Thom Browne brand increased by 29.5% year-on-year to 69.3 million euros, making it one of the most important growth drivers of the Zegna Group. Thom Browne, who originally intended to be a "fashion outsider," has now become a pillar in the fashion world.



CR: instagram @goodbai.official



Jingting Bai (GOODBAI)

CELEBRITIES



"I want to create a boutique brand. What I fear the most is that my brand would become one that sells 'celebrity merchandise.' I think it must have its own style and design, so that even if it is detached from me, consumers will still recognize it and many people will still like it and find it attractive. This is my ultimate goal."

——— Jingting Bai

In 2022, with the explosive popularity of several films and TV series, Bai Jingting successfully joined the ranks of top male stars in China. Meanwhile, his good taste in fashion and clothing has become increasingly popular among Chinese consumers. With his high-quality fashion notes on Xiaohongshu, he quickly gained 2.3 million followers within a month. Bai Jingting took the opportunity to launch his fashion and lifestyle brand, "GOODBAI". Unlike typical celebrity-branded fashion, GOODBAI is not just a name for marketing purposes, but a brand that truly cares about quality. The team's creativity comes from their love for life and nature. They want to lead people to explore a "natural" lifestyle through clothing and more diverse living scenarios. Since its inception, GOODBAI has been systematically and strategically releasing new products. In addition to regular product releases, it has actively collaborated with other brands to benchmark itself against established clothing brands in the industry. These collaborations resulted in a wide array of limited edition products. Apart from the Shenzhen-exclusive collection and the CNY 2023 collection, its collaborative collections with brands like Palladium and Crocs were also well received and gained impressive sales results. New products of these collections were usually sold out upon release. As Bai Jingting has said in an interview, he hopes to make GOODBAI a boutique brand that can gain consumer recognition even if without his personal involvement. It seems that he is indeed making steady progress towards this goal.



CR: alexanderwang_22aw



ALEXANDER WANG

DESIGNER / DESIGNER BRAND



CR: alexanderwang

"I have been trying to break the stereotypes and barriers between people. In my opinion, luxury goods are perceived differently by different people. They don't necessarily have to be made in a certain country or fall within a certain price range. Your favorite T-shirt in your wardrobe can be your own luxury item."

—— Alexander Wang

From the age of 15, Alexander Wang ventured into the fashion industry and quickly became a highly regarded figure in it with his unconventional attitude. He dropped out of Parsons School of Design in New York in 2004 to establish his eponymous brand. In 2008, he won the highest award presented by CFDA/Vogue Fashion Fund and later became the creative director of the French luxury brand Balenciaga. Since the debut of his eponymous brand at New York Fashion Week in 2007, he has consistently taken a forward-thinking approach to fashion and presented his works with a contemporary understanding of sexiness. At the same time, major international brands have sought out to collaborate with him and they have created together many successful collaborations, both aesthetically and commercially: the "Alexander Wang x Bvlgari" collaboration was luxurious and charming; the "Black x Golden" collection with McDonald's China was sold out within one second. In April 2022, Alexander Wang returned to the runway in Los Angeles' Chinatown and deeply integrated Chinese traditional culture into his marketing. The collection received extensive attention on the brand's official platforms both domestically and internationally. His recent homewear collection, Bodywear, launched in the late stages of the pandemic, has been well received for its outstanding creative visual packaging. Since the brand's establishment, Alexander Wang has always drawn inspiration from the free-spirited youth street culture, incorporated street and trendy cultures into his designs, and created a shopping frenzy at every product release.

REGION FOCUS



North America Fashion IP TOP1
FEAR OF GOD

Consumption Influence	81.68
Search Engine Prevalence	75.05
Social Media Popularity	79.37
FX INDEX	80.10



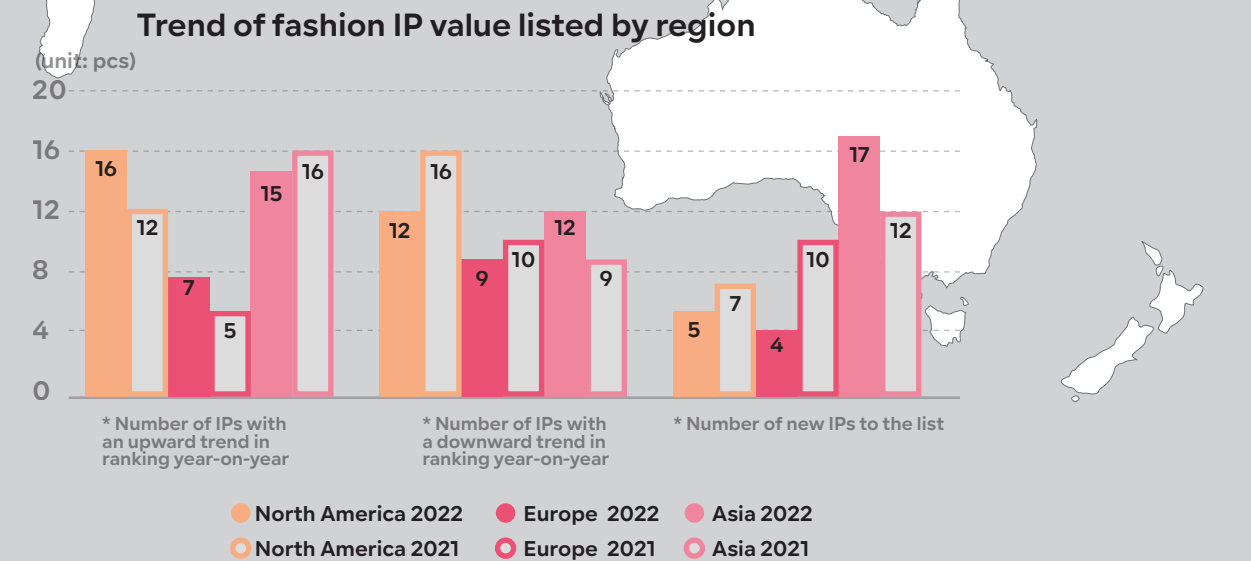
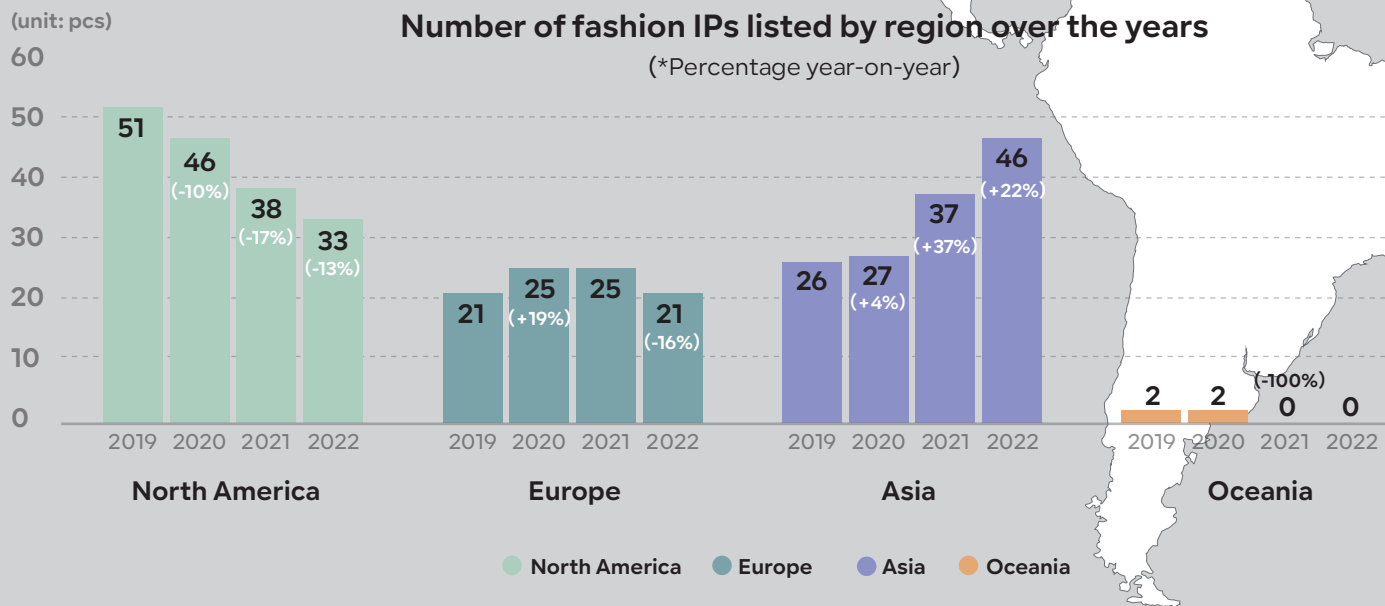
Europe Fashion IP TOP1
Maison Margiela
PARIS

Consumption Influence	84.23
Search Engine Prevalence	57.34
Social Media Popularity	57.83
FX INDEX	70.98



Asia FashionIP TOP1
LIU WEN (LIU WEN)

Consumption Influence	69.63
Search Engine Prevalence	75.39
Social Media Popularity	87.29
FX INDEX	77.27



#Three continents carve up the list

The Fashion IP 100 list has been dominated by North America, Europe and Asia since 2021.

#North America's share drops sharply while Asia shows robust growth

Since the list's debut in 2019, the proportion of fashion IPs in North America has shown a year-by-year steep decline while that of Europe has fluctuated and returned to its 2019 level in 2022. In contrast, Asia's share has consistently grown and surpassed North America for the first time with its sharp increase in 2021 and 2022, becoming the region with the most fashion IPs on the list.

#Asia accounts for more than North America in Top 20 for the first time

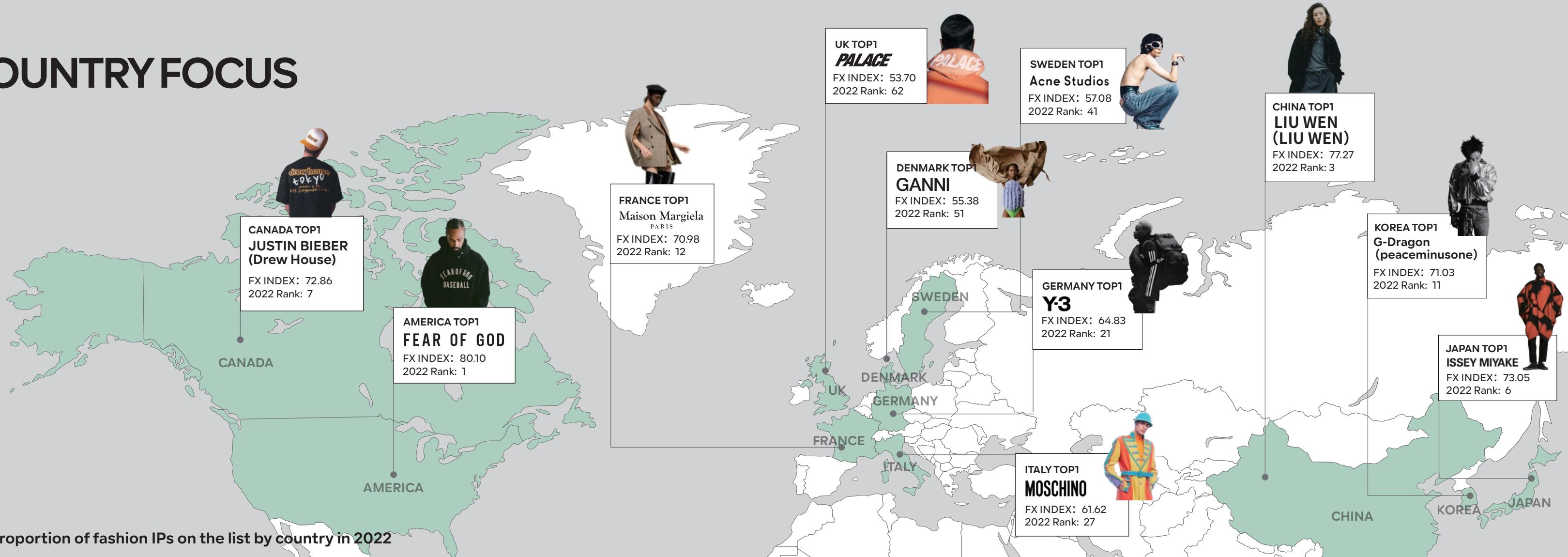
In 2022, fashion IPs from North America and Asia accounted for 60% and 40% of Top 10. Notably, Top 20 saw more fashion IPs from Asia than North America for the first time, at 10 and 8 respectively, leaving only 2 seats from Europe.

#Asia's vitality hits the strength of European and American design

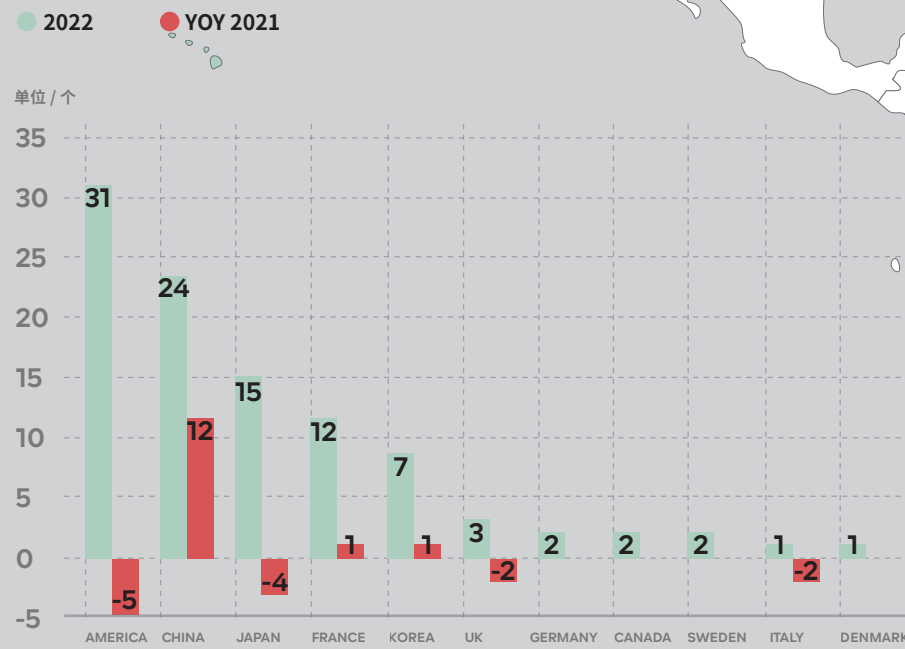
Regarding comprehensive value, North America and Europe showed relatively stable fashion IP values. Compared to 2021, the number of fashion IPs trending up in both regions increased in 2022, and those trending down decreased. However, new entrants from both regions decreased year-on-year. By contrast, Asia showed an entirely opposite situation in that Asia far outnumbered North America and Europe in new entrants. This implies that although the fashion discourse long held by North America and especially Europe has not really shifted eastward, Asia is steadily catching up them in terms of consumer power, aesthetics, creativity, and national identity. Moreover, the new fashion IPs in Asia continue to soar and stir up new trends, whose influence should not be underestimated.

Regarding categories, Asia made the list with fashion IPs in all the four categories: designers/designer brands, artists, star founders and influencers. North America had no influencers on the list in 2022, while Europe had 21 fashion IPs of only 2 categories on the list, with one of influencer and the remaining 20 of designer/designer brand.

COUNTRY FOCUS



#Proportion of fashion IPs on the list by country in 2022



Fashion IPs from 11 countries made the list in 2022. Except for China, South Korea and France, which had an increasing share of fashion IPs listed, the remaining eight countries all showed a flat or declining proportion. Among them, China saw the biggest increase in proportion, reaching 100%, in contrast to the biggest decrease in Italy at 67%.

#China's local designs win more market share

- ① China overtook Japan for the first time as the country with the second most fashion IPs in the overall list, next only to the US. In the Asian region, China also surpassed Japan and South Korea for the first time to become the top contributor to fashion IPs (accounting for over 50%), with Japan in second and South Korea in third.
- ② There were 26 new fashion IPs on the 2022 list, with China having the most at 15, followed by the US with 5, France with 4, and South Korea with 2.

#More consumers are willing to pay for China's cutting-edge designs

There were 13 fashion IPs created after 2015 on the 2022 list, up 100% year-on-year. 8 of them were from China, accounting for over half, a six-fold increase from the previous year.

#Proportion of the US plummets

The US remained the country with the most fashion IPs on the list, but the quantity decreased year by year, from 47% in 2019 to 31% in 2022.

#US and Japanese fashion IP value stability is obviously polarized

- ① The 38 fashion IPs with an upward trend in 2022 came from 3 countries, including 14 from the US, 7 from Japan and 6 from China.
- ② The 33 fashion IPs with a downward trend in 2022 came from 4 countries, including 12 from the US, 8 from Japan, 4 from France, and 3 from the UK.

#The US and Japan stay the two main forces influencing trends

There were 47 fashion IPs making the list for the fourth consecutive year in 2022, with 19 from the US, 12 from Japan and 5 from China.

Chapter 3

2023 TEN TO WATCH



2023 TEN TO WATCH **10**

White Mountaineering®



SHUSHU/TONG

DRIES VAN NOTEN

**Martine
rose®**

AIMÉ LEON DORE

Nanushka

HARRIS REED

JACQUEMUS

Bella Hadid





CR: www.driesvannoten.com

DRIES VAN NOTEN

 **Neo-Romanticism** **Colorful Aesthetic** **Unisex**

“

"I seek conflicts in style, an enthusiastic embrace of aesthetics, and a completely unique sense of richness. This led me to integrate gender and luxurious materials, and reverse the background implications of these materials."

—— Dries Van Noten

Suitable for: fashion, shoes, 3C, home, perfume, cosmetics, skincare

HARRIS REED

 **Gender-Fluid Design** **Gen-ZEO**

“

"I'm not striving for a moment of fashion awakening. What I'm going to do is to ensure that anyone can find a comfortable zone with me."

—— Harries Reed

Suitable for: jewelry, fashion, home, cosmetics, skincare, perfume



CR: Photographed by Tyler Mitchell, Vogue, December 2020



CR: whitemountaineering.com

White Mountaineering®

 **Urban Outdoor** **Japanese Denim** **Outdoor Fashion**

“

"What consumers are looking for in White Mountaineering is clothing that can combine functionality with fashion."


—— Yosuke Aizawa

Suitable for: fashion, shoes, sports, automobile, 3C, food, beverages



CR: www.nanushka.com

Nanushka

 **Modern Nomadic Aesthetic**
Sustainable Fashion **Vibe**

Suitable for: shoes, sports, accessories, cosmetics, skincare

“

"Rather than only taking aesthetics into consideration, we should also pay attention to the design longevity, durability, and versatility of clothing. We should develop more value from each garment."

—— Sandra Sandor

SHUSHU/TONG

 **Modern Romantic** **Girly Charm**

“

"We won't define our consumer group. I hope they are attracted by the aesthetics and stories we have created, so she can be anyone."

—— SHUSHU/TONG

Suitable for: shoes, accessories, cosmetics, skincare



CR: weibo@SHUSHUTONGstudio



CR: www.aimeleondore.com

AIMÉ LEON DORE



American Retro Sport Youth Culture

“

"I hope my brand will be recognized as one that touches various aspects, including beauty and reality, and one that tells stories through these experiences."

— Teddy Santis

Suitable for: fashion, sports, shoes, 3C, home, automobile



Multidisciplinary Creative Unit

Subculture Style Representative

“

"We don't want to limit ourselves to being just a fashion brand. People will get to know us through our fashion products, but we hope to go further and explore other creative forms of expression with fashion as a catalyst."

— Dada Service

Suitable for: fashion, shoes, accessories, sports, trendy playthings, food, beverages



CR: Instagram@dada.service



CR: Photo by Pascal Le Segretain

JACQUEMUS



Minimalist Aesthetic From Southern France

Ambiance Marketing

“

"I want to become a synonym for our generation. I want to work for Jacquemus, and Jacquemus is a large fashion house."

— Simon Porte Jacquemus

Suitable for: fashion, shoes, sports, cosmetics, skincare, perfume, 3C, automobile, food, beverages



CR: Instagram@martine_rose

Martine rose®



Underground Culture Advocate

Guest Designer At Pitti Uomo

“

"I've never felt that I share the same views as traditional people, so I've always been interested in those who are in the shadows and on the margins."

— Martine Rose

Suitable for: fashion, shoes, sports, 3C, automobile, cosmetics, skincare, food, beverages



CR: Bella x ABOUTYOU

Bella Hadid



Vintage Trend Leader

Style Creator

“

"People can say anything about how I look, speak, or behave. But in the past seven years, I have never missed or canceled any job, nor have I ever been late. No one can say that I am not working hard."

— Bella Hadid

Suitable for: cosmetics, skincare, perfume, jewelry, home, sports, shoes

《2022 GLOBAL FASHION IP WHITE PAPER》

Produced by Fashion Exchange

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About Fashion Exchange

Fashion Exchange is a global fashion IPs collaboration and product innovation platform. In 2017, we introduced the concept of Fashion IP, pioneering a fashion collaboration and co-branding system centered on the concept of "Fashion IPs Empower New Business." Currently, we have successfully launched multiple collaborations, including Alexander Wang x McDonald's, ANGEL CHEN x H&M, Superdry x Clotte, JACK & JONES NEXT x Jeremy Scott, Karl Lagerfeld x Tsingtao Brewery, Mizuno x Hajime Sorayama, ANGEL CHEN x Canada Goose, PEACEBIRD x Shanghai Phoenix, LEDIN x White Rabbit, Alexander Wang x VIVO, ANTA x Opening Ceremony, Bosideng x Maserati, and Jackson Yee x RIMOWA. This is the fourth consecutive year since 2019 that Fashion Exchange has released the Fashion IP 100, a professional list produced in partnership with CBNDData that spotlights the overall performance rankings of fashion IPs worldwide in the Chinese market, as well as the Global Fashion IP White Paper Fashion Exchange independently produce that aims to popularize new trends, changes and practices of fashion IPs and global fashion consumption to the public.

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Data Partner for 2022 Fashion IP 100: CBNDData

Data Analysts: Hu Wenjing and Fu Yinan,
Business Research Managers at CBNDData
List Data Period: MAT2022

*To protect the privacy of consumers and the trade secrets of businesses, the data used in the list has been desensitized.

Data Description:

Source: CBNDData's Consumption Big Data, Baidu Index, Weibo, Xiaohongshu, Douyin

Building on domain database, public data, digital media matrix and consumer brand database, CBNDData provides comprehensive insights into consumption characteristics and industry trends to help with business decisions.

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