

后疫情时代，如何满足消费者对于舒适和可持续时尚产品的追求 How to Fulfil Consumer Needs for Comfortable and Sustainable Fashion in Post COVID Era

地点 Venue
7.1-E132
热点交流 Talking Point



产品发布会 Product Presentation

本次讲座会分享基于Naia™2020中国女性消费行为调研的相关内容，即在后疫情时代，了解消费者对于可持续时尚的需求升级，探讨品牌在研发时尚环保产品的同时，如何满足消费者对于舒适和功能性日益增长的需求。

Sharing findings of Chinese consumers' perception of sustainable fashion from 2020 Naia™ Chinese womenswear study.
How brands can help bridge the "comfort gap" to meet consumers' comfort and style needs post COVID.

2020.9.23	
时间 Time	11:30 – 12:30
讲者 Speakers	张莉·伊士曼(中国)投资管理有限公司亚洲市场经理 Lily Zhang, Marketing Manager, Asia, Eastman Chemical (China) Co Ltd
语言 Language	普通话 Mandarin Chinese