

PRADA Group



COMPETITOR ACTIVITIES

CHINA

APRIL, 2016

Index

Chanel - #I Love Coco# Electronic Music Party	Page 2
Hugo Boss – Cocktail Party	Page 11
Loewe - Jonathan Anderson's Journey	Page 15
Dior Homme - Dior Homme Winter 2016 Show	Page 26
Giorgio Armani - The Cocktail and Private Screening	Page 32

Chanel - #I Love Coco# Electronic Music Party

Chanel - #I Love Coco# Electronic Music Party - (15/04/2016)

Chanel hosted #I Love Coco# Electronic Music Party in Xintiandi, the fashion landmark in Shanghai on April 15th. This party was announced the brand new products of Chanel Beauty come into the market — Rouge Coco Style Lip Pencil & new colors of the enamel nail polish. The party has offered the chance of the new products on trail. Attendees could made the multiple shots in the photo booth and share to Wechat as GIF format. Key media attended the party, such as ELLE, Grazia etc. ELLE made the live stream during the event through the popular APP Meipai. Celebrities attended the event including Liu Shishi, Ma Sichun, Xiao P etc. The PR agency is TBC. Social media such as ELLE Wechat, Marie Claire Weibo and other online media has reported the event.



Chanel - #I Love Coco# Electronic Music Party



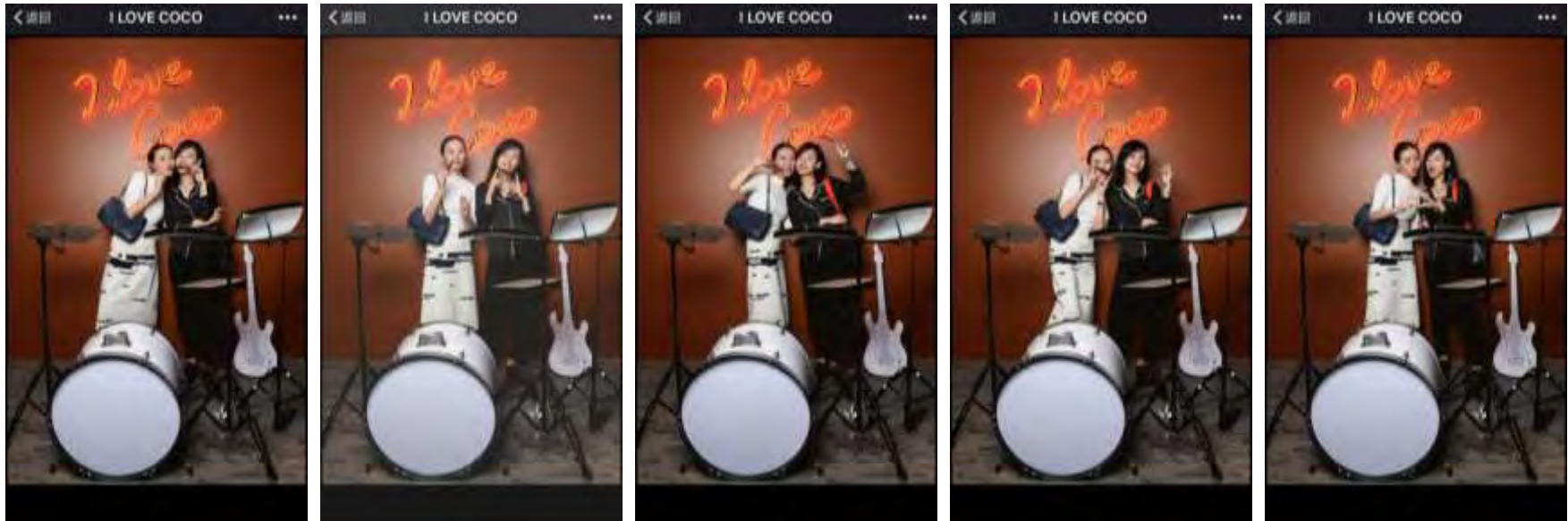
Interior

Chanel - #I Love Coco# Electronic Music Party



Rouge Coco Style Lip Pencil & new colors of the enamel nail polish

Chanel - #I Love Coco# Electronic Music Party



Multiple-shots photos on Wechat

Chanel - #I Love Coco# Electronic Music Party

CHANEL



I love Coco

电音摇滚派对

2016年4月15日 星期五
17:00-18:00

新天地新里
兴业路123弄5号

RSVP

joanruan@chanel.com.cn

#ILOVECOCO#

E-Invitation

Chanel - #I Love Coco# Electronic Music Party



Liu Shishi



Ma Sichun



Xiao P

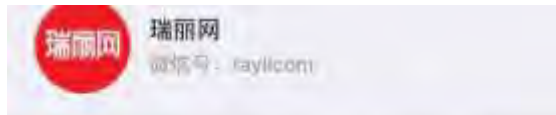
Celebrities

Chanel - #I Love Coco# Electronic Music Party



Live stream during the event

Chanel - #I Love Coco# Electronic Music Party-Press Coverage



你这么好一女孩周末没人约？香奈儿摇滚派对约你！

2016-04-15 孟莉 瑞丽网

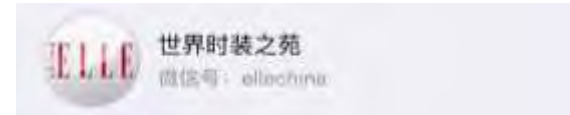


喜欢摇滚乐女人们不但在时装搭配上各有妙招，另外还有一个反客为主的彩妆必杀绝技就是玩色美唇×美甲。那么现在问题来了，怎么把摇滚气息武装到细节同时又能脱颖而出呢？



听说有颜值有品位的人都要参加摇滚派对啦！摇滚又时髦的妹子们都开始蠢蠢欲动了，是她们HIGH翻音乐的欢聚时刻，但是作为时尚中

http://mp.weixin.qq.com/s?__biz=MjM5MDEyOTE0MA==&mid=2650438733&idx=6&sn=b3405ccd9c2c3ef7bff7d673ae5b9b2&scene=7#wechat_redirect



刘诗诗、马思纯潜入魔都最潮电音趴，被赞了80万遍的唇色究竟长啥样？

原创 2016-04-16 丁丁 世界时装之苑

昨晚，Chanel香奈儿I Love Coco摇滚电音派对在魔都新天地时尚地标上演。



为了迎接香奈儿Chanel彩妆的最新成员——天生拥有炽热摇滚少女气质的Rouge Coco Stylo

http://mp.weixin.qq.com/s?__biz=MTY3OTM1NTY2MQ==&mid=2654181851&idx=2&sn=10646fd8646f5c86cf14a1dc7bae7838&scene=0#wechat_redirect

Chanel - #I Love Coco# Electronic Music Party-Press Coverage



嘉人

4-21 10:50 来自微博 weibo.com

#今日星范#气质女神刘诗诗自婚礼后亮相
CHANEL在上海举办的Love Coco电音摇滚派对，状态大好的诗爷身穿CHANEL 2016春夏系列在现场展现完美好身材。飞机图案的印花上衣下搭时髦阔腿喇叭裤，尽显复古feel~，将上衣塞入腰间瞬间拉长腿部比例，凸显纤细腰身，嘉姐都忍不住想说句：诗诗好美！【今日星范】刘诗诗：印花上衣复古时髦



<http://m.weibo.cn/1399746707/39666520290344>

91



瑞丽服饰美容

4-21 15:25 来自微博 weibo.com

当可可小姐遇上摇滚电音会是怎样的光景？就在#ILOVECOCO#音摇滚派对上，刘诗诗和马思纯轻松美炸天了！她们不约而同的选了204号唇膏笔，瞬间变身电音女王，除了酷炫华服外，美轮美奂的唇色和光感甲油更具诱惑力！看到她们的华丽唇色有没有心动？快来参与投票，告诉我们，你对哪款颜色心有所属了？#CHANEL COCO唇膏笔系列你爱哪款？



<http://m.weibo.cn/2053148147/39667214404786>

71

Hugo Boss – Hugo Boss Cocktail Party

Hugo Boss - Hugo Boss Cocktail Party in Shanghai (15/04/2016)

Hugo Boss hosted a cocktail party in Shanghai on April 15th, 2016. The party announced the new theme “Man of Today”. In addition, the party introduced the new brand ambassador Huo Jianhua. Key media has attended this event such as Bazaar Men etc. Celebrity Huo Jianhua has attend this event. The PR agency is TBC. Social media such as Weibo, Wechat official account and other online media has reported this events.



Hugo Boss – Hugo Boss Cocktail Party



Interior

Hugo Boss – Hugo Boss Cocktail Party



DJ Thomas Bray

Hugo Boss – Hugo Boss Cocktail Party — Press Coverage



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http://mp.weixin.qq.com/s?__biz=MTg5NjQ5Nzc0MQ==&mid=2649443701&idx=3&sn=95d08d6de8aaa7005fd9d66f5e0b3106&scene=1&srcid=0428tcOckcEHQqFN9thyjc2x&from=singlemessage&isappinstalled=0#wechat_redirect

Loewe – Jonathan Anderson's Journey in Beijing

Loewe– Loewe's Private Party in Beijing - (21/04/2016)

Loewe hosted the private party in M WOODS 798, Beijing on April 21st. The party was started the Creative Director of Loewe— Jonathan Anderson's two days trip in Beijing. The party used hand drawing pictures and books to decorate and it was represented the culture of Loewe. Photo printing and luggage tag lettering was offer to the attendees. Key media has attended this party such as So Figaro, Harper's Bazaar etc.. Celebrities attended the event including Edison Chan etc. The production company is Activation-Group. The catering company is TBC. Social media such as Weibo, Wechat and other online media has reported this event.

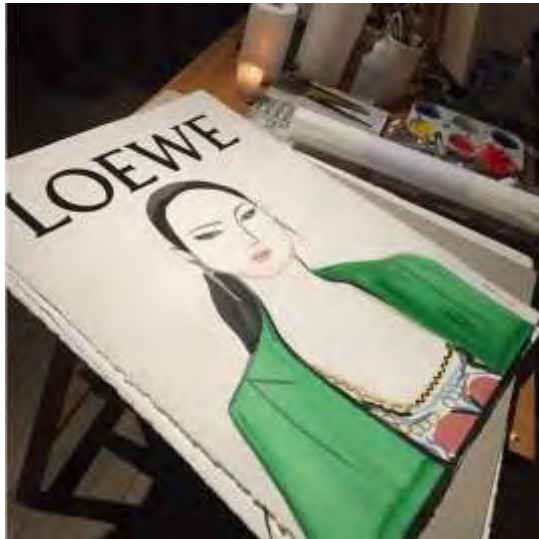


Loewe – Jonathan Anderson's Journey in Beijing



Exterior

Loewe – Jonathan Anderson's Journey in Beijing



Interior

Loewe – Jonathan Anderson's Journey in Beijing



Private party

Loewe – Jonathan Anderson's Journey in Beijing



Luggage tag lettering

Loewe – Jonathan Anderson's Journey in Beijing



Mary Ma



Edison Chen



Li Hui

Celebrities

Loewe – Jonathan Anderson's Journey in Beijing

Loewe– Talks between Angelica Cheung and Jonathan Anderson at Tsinghua University - (22/04/2016)

Jonathan Anderson joined the talks between Angelica Cheung, Editorial Director of Vogue at Tsinghua University on April 22nd. The students in Tsinghua University attended the event. Key media attended this event. 163.com did the live stream during the talks. Social media such as Weibo and other online media has reported this event.



Loewe – Jonathan Anderson's Journey in Beijing

Loewe– Exhibition of Loewe 2016 SS at SKP Beijing- (22/04/2016)

The Exhibition of Loewe 2016 Spring/ Summer has hosted on 4th floor SKP Beijing from April 22nd to April 27th. The QR code has used on each single product: audience could scan the QR code to listen the audio of the inspiration for the product from Jonathan Anderson .



Loewe – Jonathan Anderson's Journey in Beijing

Private talk between artist and designers (20/04/2016)

Melvin hold the private talk between some famous artist and designers such as Yu Hong, Zhan Wang, Uma Wang etc. In Lin Tianmiao, Wang Gongxin's house. Jonathan Anderson has joined the talk.



Loewe – Jonathan Anderson's Journey in Beijing



Live Stream

Loewe – Jonathan Anderson's Journey in Beijing Press Coverage



<http://fashion.sina.com.cn/s/sh/2016-04-27/1621/doc-ifxrpvea1325690.shtml>



LOEWE罗意威创意总监 Jonathan Anderson北京之旅

2016年04月26日 10:23

凤凰良品

Anderson今次短暂的北京两日之行是其成为西班牙著名奢侈品牌创意总监以来的第一次正式造访,对于拥有170年悠久历史的品牌及其本人而言都独具意义。本次旅程旨在向至关重要的中国市场展示LOEWE罗意威精彩纷呈的产品布局,现代审美风格及其核心价值,即创新,纯粹设计,精湛手工艺,以及无与伦比的皮革制作经验。



http://fashion.ifeng.com/a/20160426/40159219_0.shtml

Dior – Dior Homme Winter 2016 Show

Dior- Dior Homme Winter 2016 Show in Hong Kong (22/04/2016)

Dior Homme hosted its very first live show in Hong Kong with a presentation of their “The Art of Falling Apart” 2016 Winter collection” on April 22nd, 2016. The creative director of Dior Homme Kris Van Assche was explained “Fusion of varieties of style” is the main idea of this collection. Celebrities attended the event including Song Joong Ki, Akanishi Jin, Wu Zun, Dou Xiao, Zhang Jiahui etc.. The production company is Activation-Group. Social media such as Bazaar Men Wechat, L’Officiel Hommes Wechat and other online media has reported the event.



Dior – Dior Homme Winter 2016 Show



Runway

Dior – Dior Homme Winter 2016 Show



Details & Backstage

Dior – Dior Homme Winter 2016 Show



Song Joong Ki



Dou Xiao



Akanishi Jin



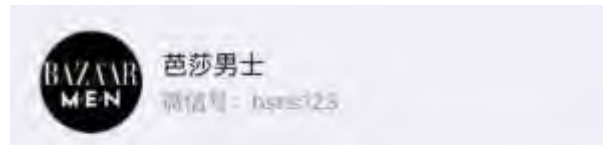
Wu Zun



Zhang Jiahui

Celebrities

Dior – Dior Homme Winter 2016 Show - Press Coverage



Dior Homme 2016冬季系列香港大秀，宋仲基和你一起赶时髦

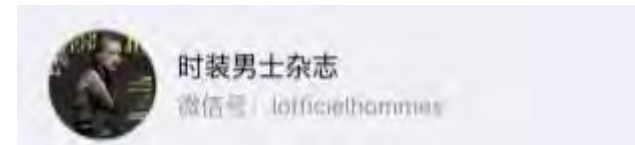
2016-04-24 芭莎男士



今年一月，由Dior Homme创意总监克里斯·凡·纳什 (Kris Van Assche)设计的Dior Homme 二零一六冬季系列时装秀在法国巴黎精彩上演。2016年4月22日，该系列又在香港精彩亮相。



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宋仲基闷骚型格撩人，国民老公居然都做 Dior Homme 型男

2016-04-25 时装男士杂志



http://mp.weixin.qq.com/s?__biz=MjM5Mjg0MTEyMA==&mid=2650647009&idx=1&sn=bb84d6b4e43bf78891fd9707e23a5f72&scene=4#wechat_redirect

Dior – Dior Homme Winter 2016 Show - Press Coverage



http://weibo.com/ellechina?refer_flag=1001030103_&is_hot=1



http://weibo.com/sinafashion?refer_flag=1001030103_&is_hot=1

Giorgio Armani – The Cocktail and Private Screening

Giorgio Armani – The Cocktail and Private Screening in Beijing - (25/04/2016)

Giorgio Armani hosted the cocktail party and private screening of the movie “*Book of Love*” in the Palace cinema in the world trade center, Beijing on April 25th. The purpose of this event was celebrated the successful collaboration between Giorgio Armani and the movie “*Book of Love*”. Giorgio Armani was dressed up the leading actor Wu Xiubo in the movie. Wu Xiubo was interacted with the audience before the movie. Celebrities attended the event including Wu Xiubo, Ji Huanbo etc. Key media attended the event such as Harper’s Bazaar, Bazaar Men, Beijing Youth Weekly etc. The production house is Activation-Group and the catering company is TBC. Attendees received the special postcards as gift. Social media such as official Weibo and other online media has reported this event.



Exterior Posters



Cocktail Party

Giorgio Armani – The Cocktail and Private Screening



Interacted with audiences



Postcards

Giorgio Armani – The Cocktail and Private Screening



Invitation

Giorgio Armani – The Cocktail and Private Screening



Wu Xiubo



Ji Huanbo



Xue Xiaolu



Wang Shiqing

Celebrities

Giorgio Armani – The Cocktail and Private Screening



http://fashion.ifeng.com/a/20160426/40159258_0.shtml