

**CHRISTOPHER FISHER (09)**

HEAD BUYER, OKI-NI

In the US, we have a strong **Maison Margiela**, **Rick Owens** and **Thom Browne** following. Japan, Korea, Hong Kong and Macau focus on the overtly luxury brands like **Lanvin**; Asia is also a strong market for **Wooyoungmi** due to the label's Korean connection. In the contemporary sector, **Acne Studios** sells pretty much everywhere! Some footwear is universal, too, such as **Nike**, **adidas** and **Yeezy**. The UK is strong for London-based designers, such as **Matthew Miller** and **Cmmn Swdn**.

In terms of expansion, we are looking for a safe way to deliver to Russia. We have just launched geopricing – our e-shop now has Canadian dollars, Japanese yen and so on – so we can be competitive and price-match with local stores. We will also be launching a new app in late summer.

Retail has been going for hundreds of years, but e-tail is still in its infancy. Its share is still low – only a few percent of the overall retail volume, so there is still a long way to go for all of us.

[www.oki-ni.com](http://www.oki-ni.com)

**SHILI (08)**FOUNDER AND CEO,  
D2C FASHION DESIGNER PLATFORM

Over 92% of our customers order on the D2C app through mobile; this is quite significant for our future strategy. We are focusing on the Chinese market where D2C currently is much stronger in the first tier cities. We have a very diversified portfolio of over 600 designers. Chinese consumers are increasingly demanding: they will not go to a cheaper place that offers lesser quality. Our target audience ranges from 18 to 34 years old, and they are very interested in designer fashion. We also see a growing number of users aged 35 shifting their custom from luxury to designer brands.

D2C's mission is to go global. Currently we are developing strong collaborations with Asian designers, but in the future we plan to work with brands and stores in Europe, Australia and the Americas and help them expand into the Chinese marketplace. We also want to promote Chinese designers to be sold overseas.

[www.d2cmall.com](http://www.d2cmall.com)

**EDMOND WONG PAK YIN (10)**

ART DIRECTOR, I.T APPARELS LIMITED

Chinese consumers amaze the world by how fast they can adapt to new forms of shopping. E-tail is a regular habit for China, which is our strongest online market: I have never seen anywhere with an e-commerce system as advanced in terms of platform structure, social integration, credibility ranking, payment methods, logistics, and customer service.

Our bestselling items are generic and neutral. Black is the most popular color for all ages. Surprisingly, bottoms are selling better than tops. Korean style has been hitting the mainstream trends, gradually bringing menswear to be more notable on our platform.

Today's online retail is focused on mobile purchases. In this segment it is crucial to optimize the user experience, giving rich, useful content, and continuously offering one-of-a-kind digital art. Similarly to physical retail shopping, experience is key: my mission is to tease readers to go beyond purely pressing the "buy" button.

[www.ithk.com](http://www.ithk.com)

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