
2025

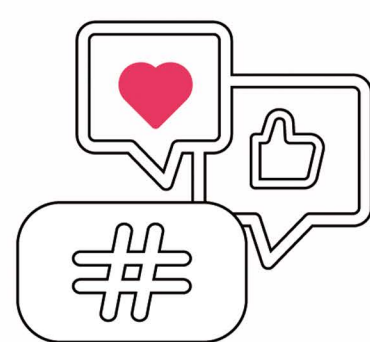
解码中国奢侈品营销节点：

七夕

Decoding Luxury Marketing Milestones
in China 2025:

Qixi

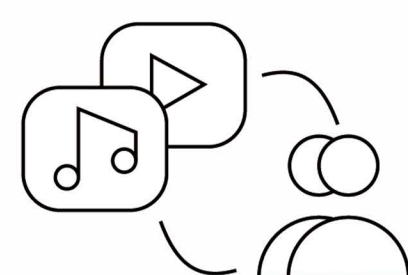
Total: 105 brands



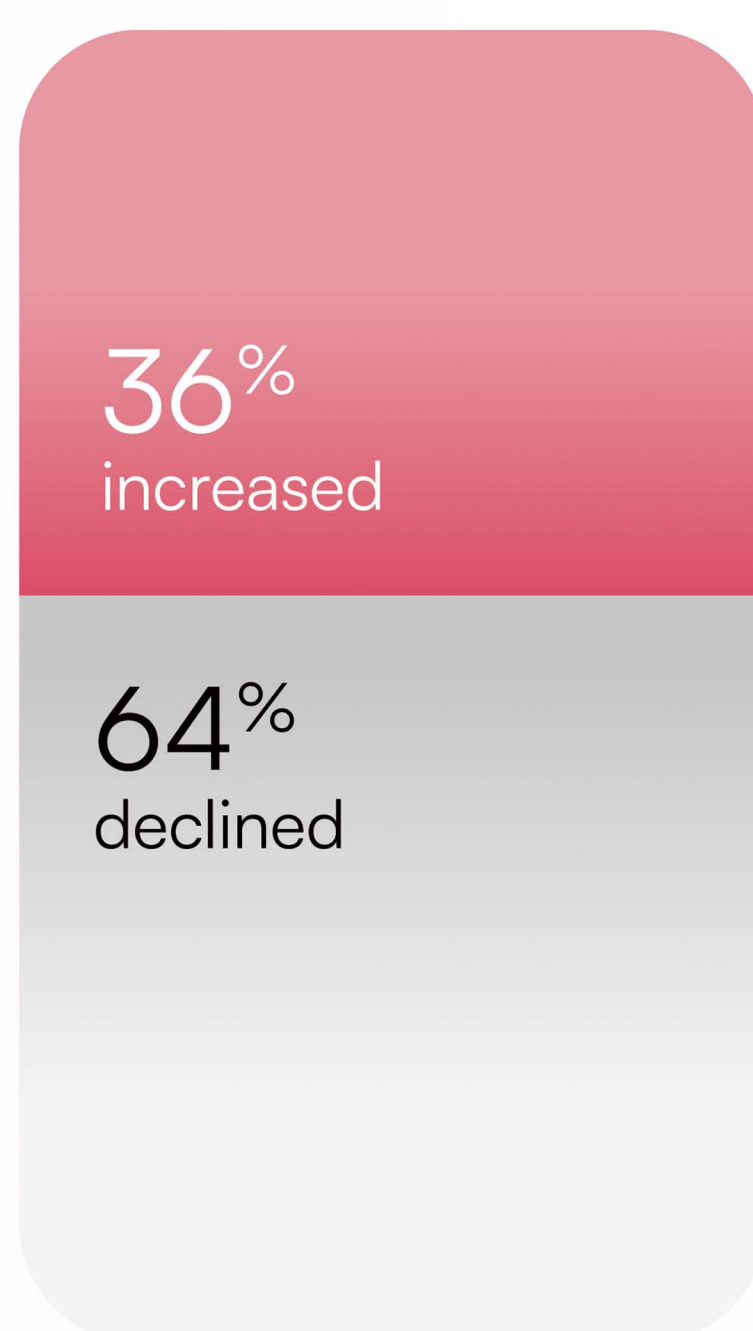
Engagement of
brand-generated
content (BGC)



-59%
YoY change



User-generated
content on RED
(UGC)



+4%
YoY change



Tmall
Revenue



-4%
YoY change

2025 Qixi Top Rankings: Most Discussed Brands

(by Share of Voice)

1 RALPH LAUREN 7.8%

2 SAINT LAURENT 7.2%

3 COACH 5.0%

4 BVLGARI 4.9%

5 GUCCI 4.3%

Note: The percentages shown above indicate brands' share of voice by brand-related UGC on RedNote from 1st to 31st August 2025.

2025 Qixi Top Rankings: Best Selling Brands

(by Tmall revenue)

1 **COACH**

2 *Cartier*

3 **RALPH LAUREN**

4 **GUCCI**

5 **ICICLE** 

Note: The ranking is determined by the brands' Tmall revenue from 1st to 31st August 2025.

2025 Qixi Top Rankings: BGC Performance Uplift: (vs. Qixi in 2024)

1	TUMI	+11,488%
2	VALENTINO	+10,100%
3	BOSS	+6,208%
4	BERLUTI	+5,241%
5	TOD'S	+2,683%

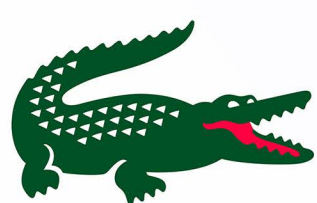
Note: The percentages shown above indicate the average uplift in daily engagement growth rates of brand-generated content across Weibo, Douyin, RedNote, and WeChat during Qixi in 2025 vs. 2024. Brands with a total engagement count of less than 100 on any platform during the Qixi festival in 2024 were excluded.

2025 Qixi Top Rankings:

EC Performance Uplift

(vs. Qixi in 2024)

1

**LACOSTE**

+124%

2

COACH

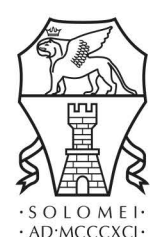
+65%

3

Pomellato

+45%

4



BRUNELLO CUCINELLI

+44%

5

CANADA GOOSE

+43%

Note: The percentages shown above indicate the uplift in average daily revenue generated on Tmall during Qixi in 2025 (1st — 31st August) vs. 2024. Brands with less than 1 million RMB in Tmall revenue during the Qixi festival in 2024 were excluded.

2025 Qixi Top Rankings: Best Selling Products

1 **Coach**
Laurel Shoulder Bag



Total # of SKU: 5

2 **Van Cleef & Arpels**
Vintage Alhambra Pendant, 18K Yellow Gold,
Carnelian



Total # of SKU: 1

3 **Bulgari**
Divas' Dream 18K Rose Gold Pendant
Necklace



Total # of SKU: 1

4 **Cartier**
Cartier d'Amour Necklace, Small Model



Total # of SKU: 3

5 **Coach**
Day Tote Bag



Total # of SKU: 4

Note: The ranking is determined by the total revenue generated by the product on Tmall from 1st to 31st August 2025.

2025 Qixi Top Rankings: Best Selling Novelties

1 Chopard

Dimoo of Pop Mart Qixi Special Gift Set



Total # of SKU: 3

2 Michael Kors

Nolita Medium Shoulder Bag



Total # of SKU: 11

3 Etro

“Unlock Romance” Autographed Gift Set



Total # of SKU: 1

4 Lacoste

Women's AG-LT23 Ultra Tennis Shoes



Total # of SKU: 3

5 Golden Goose

True-Star Sneaker



Total # of SKU: 3

Note: The ranking is determined by the total revenue generated by the product on Tmall from 1st to 31st August 2025. Only products listed since July 2025 are included.