



Fashion in China

China's fashion industry is booming and despite the 'new normal' consumption of luxury goods as well as fast moving consumer goods in this sector is booming. With The Economist expecting a middle class of more than 470mn people by 2020, China is firmly establishing itself as a vibrant fashion market. To discuss recent market trends and analyse opportunities for sustainable growth in the sector, the 12th Shanghai Social Studies Colloquium is delighted to welcome back it's founder:

- **Dr. Frauke AUSTERMANN**, Head of Campus of International School of Management (ISM), Cologne & Associate Researcher of the EU-Asia Institute

Looking at the fast developing Chinese fashion landscape, Austermann will discuss noticeable changes in China's fashion industry, testing hypotheses with the Chinese research community.

We hope to see you there,
Frank TSAI & Max RECH

[Please RSVP >>> Shanghai Social Studies Colloquium](#)

When & where

[ESSCA School of Management, Shanghai](#)

Tuesday, 26 January 2016 - 18.30h

297 Wusong Lu (close to Tanggu Lu), 4th floor

中国上海市虹口区吴淞路 297 号 4 楼(近塘沽路)

Further reading

Please find further information on Dr. Frauke AUSTERMANN online:

[Profile of Dr. Frauke AUSTERMANN online](#)
