



CHINA CROSSROADS

China Crossroads and



Metis International

cordially invite you to:

From Modernity to Post-Modernity: How Chinese Consumers Have Evolved

Catherine Becker

CEO of Metis International

Sunday, October 21st, 2018

16:00pm – 17:30pm

café**sambal** authentic malaysian
cuisine & bar

259 Jiashan Lu, Jiashan Market, Block A, No 37, near Jianguo Xi Lu
嘉善路 259 弄 37 号嘉善老市 A 栋, 近建国西路, 地铁九号线嘉善路站

Admission: 100RMB for one drink

16:00 – Doors Open

16:15 – Lecture

17:00 – Q&A

17:30 – Mixer

RSVP to Frank Tsai of China Crossroads at editor@shanghai-review.org.



This is both a book talk and an application of the book's ideas to a "post-modern" shift among young Chinese consumers. Our speaker is the author of [La Marque Rouge](#) ("The Red Mark"), which is a meditation upon Chinese modernity. The book scrutinizes from a sociological perspective the philosophical links that exist or are built-up between Chinese and brand culture, and offers an analysis of Chinese culture today taking into account its history, evolution, and possible future, through the work of contemporary artists. International brands remain at the heart of economic openness and are the "new messengers" which will crystallize any transformation of the socio-political system. The Chinese middle class in turn will rely on international symbols to build their own identity. Brands represent – or not – a loophole, as elsewhere, to better integrate China and the world, and contemporary art will in turn become the expression of China outside China, opening its memory to others and expressing its creative and critical potential.

[Catherine Becker](#) is the CEO of [Metis International](#) Brand Strategy and Innovation. Before co-founding Metis International in Shanghai, she was the Managing Director of Sorgem International and intensively involved in qualitative research across Europe, the U.S., and Asia. Over the last twenty years, Catherine has developed a great depth of expertise in dynamics specific to international brands. Since 1996 with the creation Sorgem International, a market research and brand consultancy, she in particular developed expertise in international brand equity and image research, testing and developing brand positioning, communication testing and development, and product innovation and range management, all within an international framework (predominantly in the domains of luxury, cosmetics, and alcohol). Her background in Philosophy and Social Anthropology (with focus on Asia) has allowed her to combine strategic marketing with a keen understanding of cultures. She is the author of [Du Ricard dans mon Coca](#) (2002) and [La Marque Rouge](#) (2014) and holds both a PhD in Philosophy from Sorbonne and PhD in Anthropology from Paris Nanterre University.

[China Crossroads](#) hosts lectures and panels on all topics related to China, including foreign policy, business, and society, as well as those on other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.