

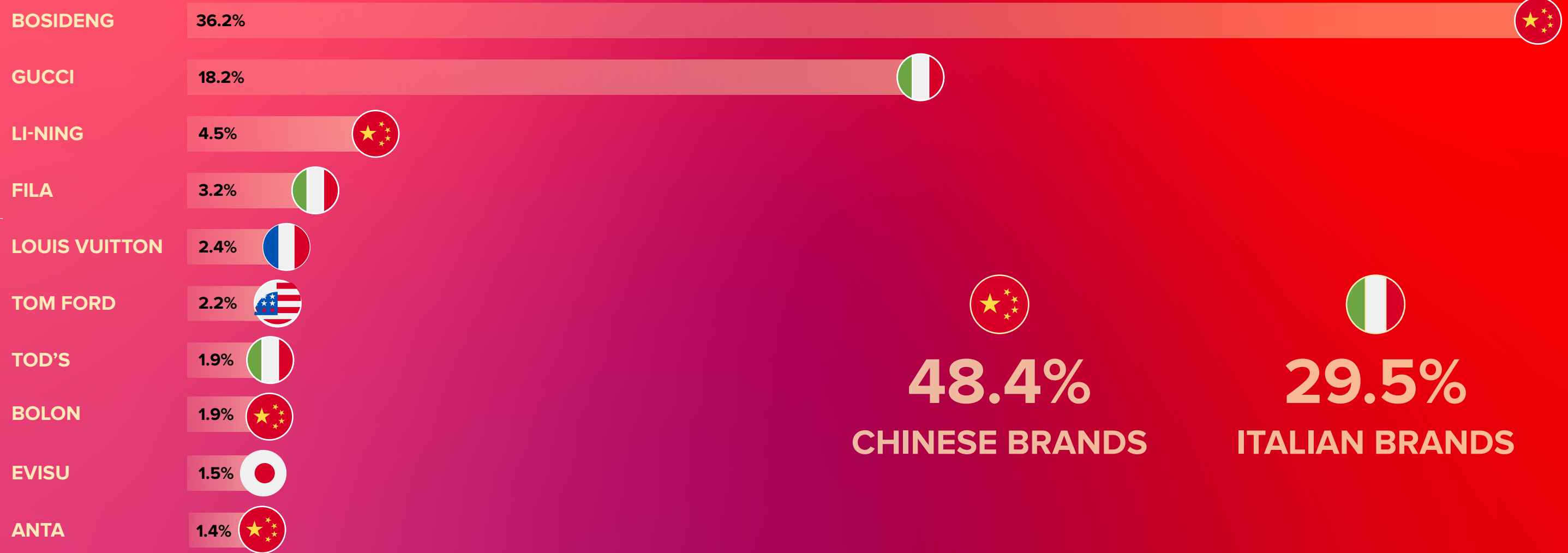
# SINGLES' DAY 2021 - FASHION DEEP DIVE

## TOP 10 MOST DISCUSSED FASHION BRANDS

Ranked by Share of Buzz



光棍节

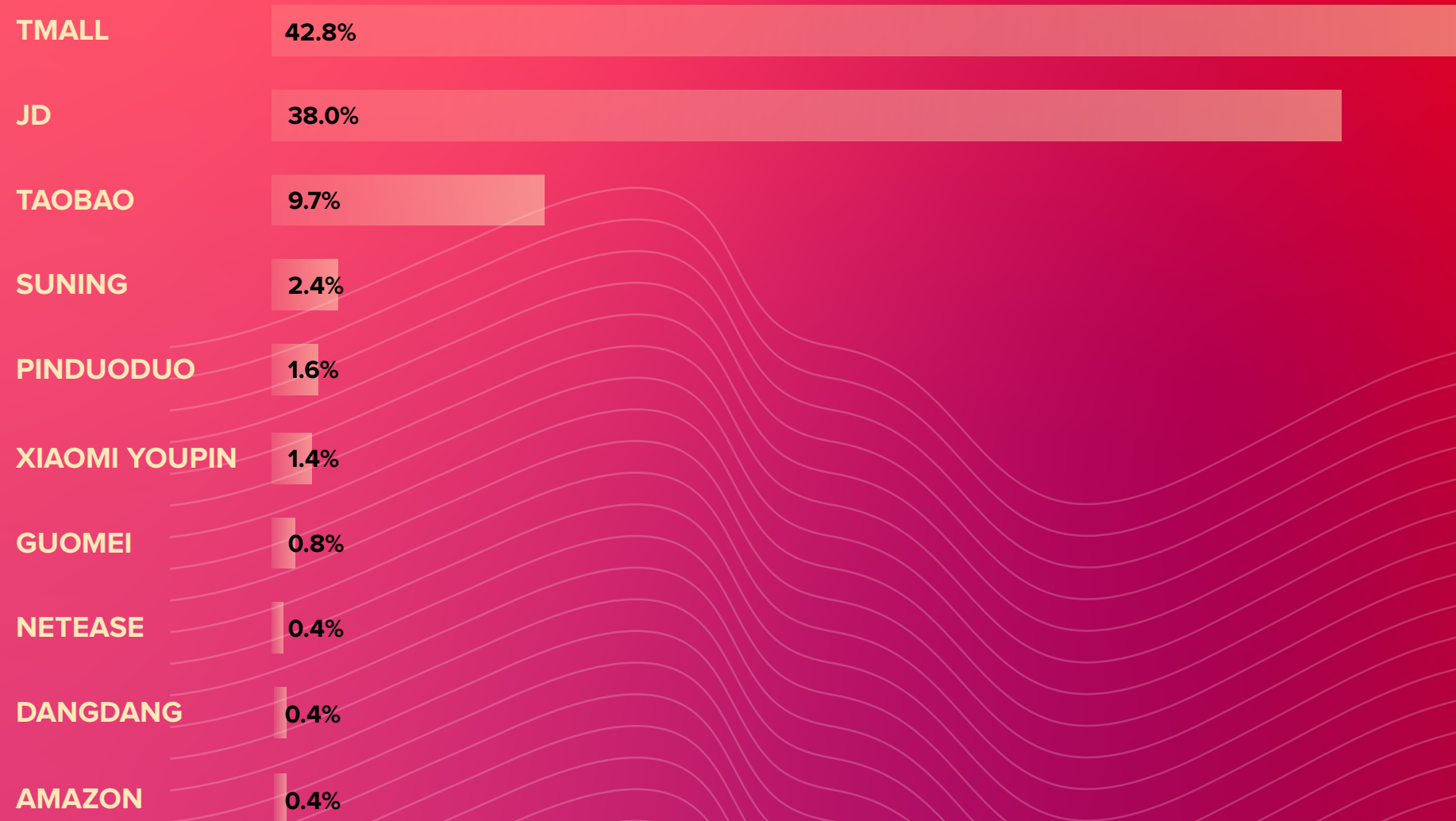


Source: Social listening data from TD Reply's China Beats consumer intelligence platform, retrieved November 12, 2021. Time range: 01.11.-11.11.2021. [www.chinabeats.io](http://www.chinabeats.io)

# SINGLES' DAY 2021 - FASHION DEEP DIVE

## TOP 10 MOST DISCUSSED ECOMMERCE PLATFORMS

Ranked by Share of Buzz



Source: Social listening data from TD Reply's China Beats consumer intelligence platform, retrieved November 12, 2021.  
Time range: 01.11.-11.11.2021. [www.chinabeats.io](http://www.chinabeats.io)

## TOP KEY OPINION LEADERS (KOL)

Per social media platform, ranked by KOL Index

### BILIBILI

- 1 LI LI DONG
- 2 SELECTED & WATCH
- 3 LORRAINE LUO LIN LIN

### RED

- 1 TEACHER XU
- 2 XUAN ZAI DE TIAN MI SHUANG PAI
- 3 WAN NENG DE MENG LU

### 抖音 DOUYIN (TIKTOK)

- 1 KA KA BAO BEI BEI
- 2 ALEX
- 3 ZHANG REN LIN

### WECHAT

- 1 BECKY'S FANTASY
- 2 GQ LAB
- 3 FLIGHTCLUB

### WEIBO

- 1 ELLEMEN
- 2 RUBY YOU XI
- 3 MR ZI NING

Sources: KOL index rankings provided by [qian-gua.com](http://qian-gua.com), [newrank.cn](http://newrank.cn), and [kolrank.com](http://kolrank.com)