

A decorative border surrounds the central text area, featuring various fashion items such as high-heeled shoes, skirts, blouses, bras, and handbags in shades of green and red.

Demographics of Shanghai Textile Markets

Hope Myers
and
Hanna Rinderknecht-Mahaffy

Embellishments Market



Middle Aged,
Even Gender Ratio

Sellers

No online sales



South Bund Market



Majority Young
and Middle Age



Sold products online to companies



More willing to participate in interviews

Customers



Chinese Sellers and Customers



Practical vs Luxury

Sellers speak English



Between 20%-80% foreigners

Mostly Older Women Shopping



Wholesale
vs.
Individual



Chinese customers were mostly middle-aged women, very few older customers

