

## 《奢侈品牌迎鼠年 这些春节系列你最爱哪个？》

鼠年春节即将来临，为了迎合中国市场，各大品牌纷纷推出春节系列。然而中国新一代的消费者们不再盲目跟风，而是趋向于理性消费，这些春节主题产品要想在中国市场分一杯羹，还是需要实力取胜。



?????Gucci

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This season, partnering with Disney for a playful House of Mouse-themed collection, they added Mickey Mouse on their iconic dad trainers, monogrammed patterns and also created colourful illustrations printed onto their white quilted do

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You can never go wrong with red on Chinese New Year, as the colour is symbolic of good fortune and prosperity. Burberry has opted to drop an entire red collection for both men and women, including dual toned bags and sharp red clothing. If you look closely, you'll also spot a tiny rat peeking out from between its brand new monogram.

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?????Vacheron Constantin

If someone you love was born in the Year of the Rat, this watch from Vacheron Constantin may be the ideal forever

piece. Featuring a rat detailed in rose gold or platinum, it's a beautiful piece of equipment which has no hour/minute hands - instead opting for four modern apertures which display the time and date.

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aperture [ˈæpəʔtʔ(r)]?n.?????

???88?????





Chopard yet again is creating another zodiac watch, designed using the traditional Japanese art of Urushi. Crafted in 18 carat rose gold, it depicts a rat sitting amongst vegetables. Fittingly, the brand is releasing just 88 of these limited edition watches; as 8 is a lucky number in Asian culture.

[illegible]

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?????Louis Vuitton

Louis Vuitton has kept things to a minimum this year. Rather than splashing out on a full collection, they've created a sweet black luggage charm - printed with their monogram and a stud detail reminiscent of their iconic luggage trunks.

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?????Chloe

We're calling it - Chloe's Chinese New Year collection is easily the cutest. The entire collection is a pastel daydream ideal for spring, featuring a gold mouse-shaped charm as well as watercolour illustrations of the zodiac



animal. The piece de resistance is an artistic take on their trendy C bag, which also comes with a long strap in a contrasting colour.

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piece de resistance?????

pastel [ˈpæstl]adj.??????

?????standard.co.uk

