
LINKUP CHINA

High-Net-Worth Individuals | Events | Press Exposure | Celebrity and Blogger Seeding | WeChat & Weibo | MaFengWo-Chinese Travel App

We Help You to Achieve Success in China



High-Net-Worth Individuals

We specialise in helping UK firms have a trusted relationship with the High-Net-Worth Chinese community.

Events

We organise and hold bespoke luxury events in both the UK and China. These cities include London, Beijing, Shanghai, Chengdu and Guangzhou. This enables UK brands to connect directly with potential target consumers and business partners.

Press Exposure

We help UK brands gain exposure on luxury Chinese and British Newspapers and Magazines. These include Chinese titles such as: VOGUE, ELLE and HARPERS BAZAAR as well as British titles such as: The Times, The Economist and The Telegraph.

Celebrity and Blogger Seeding

We have a strong relationship with many different Chinese celebrities and bloggers who we can introduce to UK brands that want to work with them in order to raise the awareness of their brand and profile in the Chinese market.

WeChat & Weibo

We help UK brands set up and run WeChat and Weibo official accounts. These two Chinese social media platforms are the largest and most influential in China.

MaFengWo Chinese Travel App

As the only UK firm working with MaFengWo as our trusted business partner, we help UK brands to use this Chinese travel APP to attract in bound Chinese tourist and directly increase sales.

FASHION & LUXURY

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ASPINAL of LONDON

BEE & GODDESS

DAKS

ERDEM

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LI-NING

PARMIGIANI
FLEURIER


RALPH & RUSSO


VICTOR WONG



Alexa Chung

the start



Alexa Chung

明星、时尚 icon 开设个人品牌已经屡见不鲜，但作为元老级 It Girl，钟小姐 (Alexa Chung) 推出个人自有品牌还是颇让人关注的。Alexa Chung 此前就与不少品牌合作，包括 AG jeans 和 Madewell，如今为了自己的品牌，钟小姐可是筹备了足足一年时间，与团队设计共同努力，首批产品有 150 多款设计，涵盖衣服、鞋履、手袋及配饰等类别。钟小姐前不久还在伦敦为这个系列举办了早秋秀——接下来，就等着这些东东被抢购一空吧！

编辑 / Jhon 设计 / Jhon



Aspinal of London





Aspinal of London



Bee Goddess





Bee Goddess





Daks



Daks





Erdem





Erdem





Goldlion





Goldlion



Li-Ning





Ralph & Russo



Ralph & Russo





Victor Wong Eyewear





Reach Out Today and Let's Talk

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