FASHION CHINA AGENCY

REPORT · OCTOBER 2026

小红书

XIAOHONGSHU · REDNOTE

Where Chinese shoppers 种草, plant the seed, before they buy.

Xiaohongshu, strategic partner of brands in China

What fashion, beauty and lifestyle brands should do on RedNote in 2026: search, creators, ads, e-commerce and the rules.

By **Cindy Zhang**, CEO, Fashion China Agency · Shanghai

Independent research by Fashion China Agency, a Shanghai agency for fashion, luxury and beauty brands. Figures are dated and sourced on every page.

EXECUTIVE SUMMARY

RedNote is where China's lifestyle buyer makes up her mind

In one sentence: on 小红书 she searches, saves, asks for the link, then buys. Brands that show up in that loop sell. Brands that only post pretty pictures get scrolled past.

400M+	800M+	77%	+78%
monthly active users, disclosed May 2026	searches a day	of daily users search to solve a problem	knitwear notes, first half of 2026

FIVE THINGS TO REMEMBER

1. **It is a search engine for taste.** She types the category, not your brand. Your keywords are your shop window, so choose them like you choose a window display.

2. **Trust comes from people like her.** 素人 (ordinary users) and small KOCs carry more weight than one big star. Honest 测评 (reviews) beat polished ads.

3. **Video is the new note.** Long video passed half of watch time in April 2026. Film the decision, not only the product.

4. **The rules are tighter.** Fake reviews and undisclosed AI content get pushed down or banned. Real beats perfect.

5. **The sale now closes close to the note.** In-app stores, buyer livestreams and ad links to Tmall mean seeding and sales finally sit on one dashboard.

WHAT IT MEANS FOR BRANDS

Use RedNote as your research desk, not your billboard. Answer her questions in Chinese, let real buyers do the talking, and measure saves and searches before likes.

Sources: Huxiu, 29 May 2026 (MAU, daily searches, 77% search use); Qian Gua data via Eastmoney, 21 July 2026 (category notes); Huxiu, May 2026 (video watch time). Xiaohongshu is a private company and publishes no audited figures.

01 · WHY A STRATEGIC PARTNER

She asks RedNote before she asks the shop assistant

A friend tells you the truth about the size, the fabric and the price. That is the role RedNote plays for a lifestyle buyer in China. She does not go there to be sold to. She goes there to check.

EXHIBIT 1 · THE 种草 TO 拔草 LOOP ON REDNOTE

刷	搜	收藏	求链接	拔草	晒单
Scroll	**Search**	**Save**	**"Link please"**	**Buy**	**Show it**
A note in her feed plants the idea	She types the category, reads 10 to 40 notes	Saves are her shortlist	The comment that means she is ready	In the app, on Tmall or in store	She posts her own note, the loop restarts

70%
of monthly users actively search on the platform

~170M
users a month come to look for purchase advice

80M
求链接 comments, about double two to three years earlier

When I worked on luxury at Xiaohongshu, the pattern was always the same. International brands treated the app as a photo feed. Chinese shoppers treated it as a research tool. A woman looking at a 3,000 euro bag reads thirty or forty notes before she walks into the boutique, and almost none of them come from the brand.

So the job is not to shout louder. It is to be in the notes she reads: the honest review, the outfit on a normal day, the answer to "does it pill?". That is what a trusted friend does.

WHAT IT MEANS

Map the questions she asks before buying your category. Each question deserves a note, in Chinese, from your account and from real buyers.

Sources: Jiemian, 8 May 2025, platform figures relayed (70% search, ~170M monthly purchase-advice users, 80M "link please" comments). Cindy Zhang, field observation. Read more on fashionchinaagency.com: /the-best-way-for-brand-discovery-in-china-xiaohongshu/ · /our-ceo/

02 · THE PLATFORM

A 400-million-user app that people open with a question

The size is impressive. The habit is what matters: people come to RedNote to look something up, about sixteen times a day.

EXHIBIT 2 · REDNOTE AT A GLANCE, 2026

400M+ monthly active users (May 2026)	**~170M** daily active users, target 200M (June 2026 reports)	**800M+** searches a day (May 2026)
~16 app opens per user a day (2026 press)	**¥42bn** 2025 revenue, +40%, press estimate	**76%** of 2025 revenue from advertising (72% in 2024)

EXHIBIT 3 · VALUATION, USD BILLION

End-2025 figure from a secondary-market trade. A Hong Kong IPO was being prepared in mid-2026, not yet listed.

Monthly users tell you how big the room is. Daily searches tell you how many people walked in with a question. For a lifestyle brand, the second number is the one to watch.

The money side tells the other half of the story. Three quarters of revenue comes from ads, and the company is heading to the stock market. Expect the platform to push brands towards paid traffic, and expect prices to follow.

WHAT IT MEANS

Build organic search assets now, while they are cheap. Paid reach will cost more after the listing.

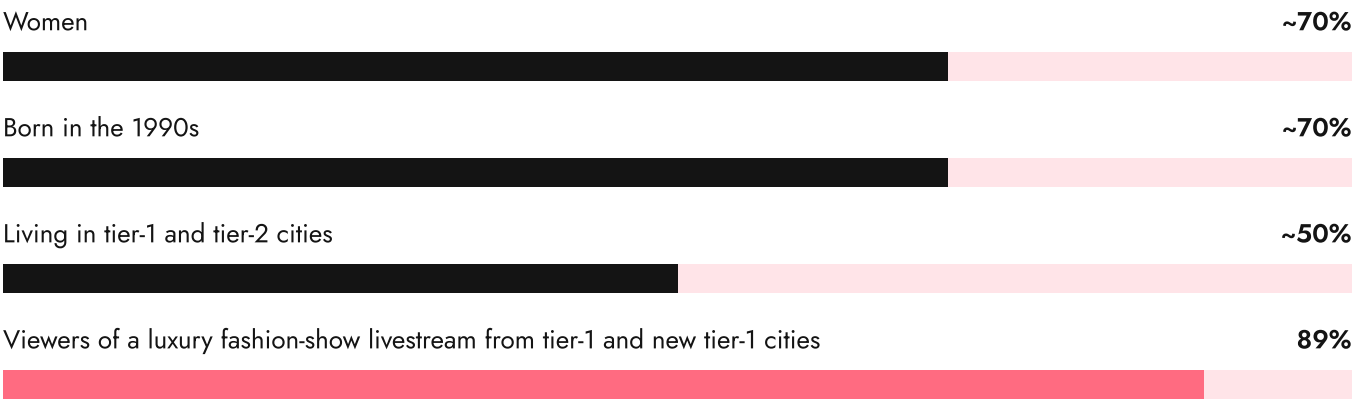
Sources: Huxiu, 29 May 2026 (MAU, searches); LatePost via Huxiu and The Paper, June 2026 (DAU); 21st Century Business Herald, 24 June 2026 (revenue, ad share, valuation, not audited); Reuters, 16 June 2026 (IPO preparation). Read more: fashionchinaagency.com/latest-xiaohongshu-rednote-statistics-2026/ · /xiaohongshu-hong-kong-ipo-advertising-costs-fashion-brands/

03 · THE AUDIENCE

Young, urban, female, and she wants the receipt with the dream

The users call themselves 小红薯, little red sweet potatoes. Most are women in their late twenties and thirties, living in big cities, who earn well and shop with care.

EXHIBIT 4 · WHO USES REDNOTE (LATEST PUBLIC BREAKDOWN)



Breakdown published in November 2023 (260M monthly users and 69M users who post at the time). The platform has not released a newer split; the profile has stayed broadly stable while users grew to 400M+.

This is not a teenage app. She has a job, a budget and a calendar full of plans: a trip to Sanya, a wedding to attend, a new apartment to furnish. She comes to RedNote to plan them well.

My favourite line from our luxury work: the reader wants the dream plus the receipt. Who wore it, where to buy it, what it costs in RMB. A beautiful campaign image with no answer to those three questions does not travel far.

Men are coming too, slowly, through watches, outdoor gear, sneakers and grooming. But for fashion and beauty, she is still the one deciding.

WHAT IT MEANS

Write for a smart, busy woman in Shanghai or Chengdu. Give prices in RMB, sizes in Chinese standards, and where to buy. Leave the heritage speech for later.

Sources: Luxe.co, 3 November 2023 (user profile and BOSS AW23 livestream viewers); Huxiu, May 2026 (400M+ MAU). Read more: fashionchinaagency.com/what-xiaohongshus-luxury-user-data-actually-tells-brands-about-2026-buyers/ · /xiaohongshu-user-base-overview-2022/

04 · SEARCH

Followers matter less than what she finds when she types your category

77% of daily users search to solve a specific problem. She does not follow your account. She searches "春季通勤穿搭" (spring office outfits) and reads what comes up. Be the answer, or be invisible.

EXHIBIT 5 · THE KFS MODEL USED BY CHINESE MARKETERS

K	F	S
KOL and KOC notes	**Feeds**	**Search**
Real people create the content that answers her question.	Paid feed traffic pushes the notes that already earn saves.	Search ads and keywords catch her when she is ready to decide.

2.3bn
views of the 浅春系穿搭 (light spring outfits) topic, 7.82M notes, by April 2025

+2,800%
on-platform searches for a New Balance sneaker within 30 days of seeding (2023)

HOW WE BUILD A "SEARCH WALL"

1. Map 10 to 20 keywords she really types, in Chinese, with her words, not your catalogue names.
2. Audit the first two screens of results for each one. Who owns them today?
3. Fill the gaps with brand notes and KOC notes written around those exact terms.
4. Boost only the notes that already earn saves. Check again every month.

A KOL note opens the door. Search decides whether she walks through it. I have seen brands with 200,000 followers lose a category to a younger label that simply owned the first screen of results.

WHAT IT MEANS

Report search position and saves every month. Follower count is a vanity line.

Sources: Huxiu, 29 May 2026 (77% search use); China Daily Chinese edition, 10 April 2025 (topic views); Luxe.co, November 2023 (New Balance 1906R). Read more: fashionchinaagency.com/xiaohongshu-search-behavior-vs-follower-count/

05 · CATEGORIES

Soft knits and small charms: what she saved in 2026

The first half of 2026 belonged to comfort with a twist. Knitwear, base layers, silver jewellery and bag charms grew fastest, all with a quiet, 松弛感 (relaxed, effortless) mood.

EXHIBIT 6 · GROWTH IN FASHION NOTES, H1 2026 VS H1 2025

EXHIBIT 7 · SHARE OF FASHION INTERACTIONS, H1 2026

Commercial notes also got more useful: saves up 60%+ and interactions up 52% year on year.

The words to know this year: 淡人穿搭 (the "quiet person" look), 柔系美学 (soft aesthetics), 高智感穿搭 (the "smart" look) and Softfit, soft fabrics in low-saturation colours. None of them shout logos.

Likes are politeness. Saves are intent. My advice for premium labels: let the knit do the recruiting and let the coat do the convincing. An entry piece between RMB 800 and 2,500 brings her in.

WHAT IT MEANS

Lead with your softest, most wearable pieces and small accessories. They are the easiest notes to save, and the door to the rest of the collection.

Sources: Qian Gua data and Xiaohongshu platform data via Eastmoney, 21 July 2026. Trend names: RedNote platform terms, 2026. Read more: fashionchinaagency.com/xiaohongshu-2026-fashion-category-data-knitwear-accessories/ · /chinas-hottest-fashion-trends-on-rednotes-for-2026/

06 · CONTENT

The flatlay era is over: RedNote now wants video that shows a decision

RedNote built its name on photo notes. In 2026 it is pushing longer video hard, and the audience followed. A pretty still life of your bag is no longer enough.

EXHIBIT 8 · THREE SIGNALS OF THE VIDEO SHIFT

50%+	15	2026
of video watch time came from videos over 2 minutes, April 2026	content verticals with creator support for mid and long video	World Cup broadcast rights, announced 28 May 2026

EXHIBIT 9 · WHAT TO FILM INSTEAD OF A FLATLAY

Format	What she learns	Typical length
开箱 unboxing	Packaging, first touch, real colour	30 to 60 s
试穿 try-on	Fit on a real body, size advice	1 to 3 min
一衣多穿 one piece, five looks	Value for money, versatility	1 to 2 min
测评 honest test	Pilling, washing, wear after a month	2 to 5 min
Atelier and making	Why it costs what it costs	2 to 6 min

A platform does not buy football to sell more face cream. It buys it to keep people watching longer, and brands have to follow the format.

Does that mean big productions? No. What wins is a real person explaining a real choice: why this coat over that one, why this size. Nothing, if you film the bag. Everything, if you film the decision.

WHAT IT MEANS

Plan one video format per month for your account and brief KOCs for try-ons. Keep photo carousels for search, video for trust.

Sources: Huxiu, May 2026 (watch time over 2 minutes, 15 verticals, World Cup rights). Formats and lengths: Fashion China Agency field practice. Read more: fashionchinaagency.com/xiaohongshu-long-video-shift-fashion-brands-content/

07 · TRUST

She trusts the girl next door: KOCs and real testimonials do the selling

A KOC (key opinion consumer) is a buyer with a few thousand followers who posts what she really bought. On RedNote these 素人 (ordinary people) notes are the ones that make her click "save".

EXHIBIT 10 · A CREATOR BUDGET THAT WORKS FOR MOST LIFESTYLE BRANDS

KOS: key opinion sales, store staff and stylists who explain the product. Split reported by Sohu, 2026, and consistent with our practice.

EXHIBIT 11 · WHAT A TESTIMONIAL LOOKS LIKE ON REDNOTE

晒单	真实测评	回购
Show your order. Her own photo, her own words, the size she took.	**Honest review.** Pros, and one real complaint. The complaint makes the praise believable.	**Bought it again.** The strongest proof of all. Ask loyal clients to say it.

A KOC with 4,000 followers who really wears your label can move more product than a celebrity post. One big KOL note can cost as much as twenty KOCs, and it is gone from her feed in two days. Fifty honest notes stay in search for months: they become your trust reserve.

Choose KOCs for who follows them, not how many. And never script them word for word. 姐妹们 can smell an ad from far away.

WHAT IT MEANS

Send product to 20 to 50 small creators before you pay one big name. Use KOLs once the base of honest notes exists.

Sources: Sohu, 2026 (70/20/10 creator split); Cindy Zhang and Fashion China Agency field practice. Read more: fashionchinaagency.com/from-kol-to-koc-why-chinese-consumers-now-trust-insiders-over-influencers/ · /switching-from-kol-to-koc-as-a-successful-strategy-in-china/

08 · THE RULES

RedNote protects its trust: fake reviews and hidden AI now get punished

The platform lives on one promise: what you read here is real. Every year the rules get tighter, because users leave when they stop believing the notes.

EXHIBIT 12 · KEY RULE CHANGES

Dec 2021	29 brands, including Dove, Neutrogena and Nivea, restricted in search for "fake marketing" through paid fake user posts.
1 Sept 2025	China's national rules on labelling AI-generated content come into force.
10 Mar 2026	Accounts run fully by AI hosting tools are banned; occasional AI use gets warnings or limits.
July 2026	300,000+ notes a day auto-labelled "本文含AI生成内容" (contains AI content).
7 Aug 2026	AI virtual-person accounts must declare "AI虚拟人" on their profile. 24,000+ such accounts were found in six months.

63% of users who left or cut their use in 2025 said "too much false information" was the reason (iiMedia Research survey). That is why the platform acts.

Read the AI rule correctly: the platform is not banning AI. It is banning the pretence. A labelled AI visual is fine. An AI model sold as a real customer is not, and the penalty is heavy: the note sinks to zero, the account loses half its reach.

AI imagery is cheaper per asset. It was never cheaper per conversion.

WHAT IT MEANS

Tag every paid note as a brand partnership, label AI visuals, and never buy reviews. One fake campaign can block your brand in search.

Sources: Business of Fashion and Jing Daily, 16 Dec 2021; Cyberspace Administration of China, 14 Mar 2025; Jiemian, March 2026; Sohu, August 2026 (AI labels, penalties); 21st Century Business Herald citing iiMedia, June 2026. Read more: fashionchinaagency.com/xiaohongshu-ai-avatar-labeling-brands/ · /little-red-book-bans-29-brands-for-fake-marketing/

09 · FROM LIKE TO BUY

The distance between the note and the checkout has never been shorter

For years, she saved on RedNote and paid on Tmall, and nobody could connect the two. Now there are two roads to the sale, and brands can measure both.

EXHIBIT 13 · TWO ROADS FROM A NOTE TO A SALE

Closed loop inside RedNote	**Note** with a product card	**Blue link** in the comments, or a buyer livestream	**In-app store** checkout, Alipay or WeChat Pay
Open loop to Tmall	**Ad note** (paid, not organic)	**Link** straight to the Taobao or Tmall store	**Shared data** from seeding to sale

60,000+
product links posted in comments every day, since Feb 2025

x8.1
new in-app merchants in 2024 versus 2023

100+
products above RMB 10M sold through note-to-Tmall links, Double 11 2025

The open road is called the Red Cat Plan, 红猫计划, signed by RedNote and Taobao/Tmall on 7 May 2025. It is the bridge many brands waited for: you seed on RedNote and see the sale on Tmall. One detail matters: only ad notes carry the link, so organic notes still build trust and paid notes close.

Redshop, launched in July 2026, goes the other way: it helps Chinese sellers reach overseas users. It is not an entry door for foreign brands.

WHAT IT MEANS

Already on Tmall? Use ad links and stop guessing what RedNote sells. New to China? A RedNote store is the lightest way to test.

Sources: Jiemian, 8 May 2025 (Red Cat Plan, comment links, merchants); Barron's China via TMTPost, 14 Nov 2025 (Double 11 2025); Baijing, 29 Sept 2026 (Redshop). Read more: fashionchinaagency.com/rednote-store-the-easiest-way-to-start-selling-fashion-in-china/ · /xiaohongshu-redshop-cross-border-platform-fashion-brands/

10 · REDNOTE E-COMMERCE

Lifestyle e-commerce: buyers with taste sell more than discounts

RedNote calls its model 生活方式电商, lifestyle e-commerce. Not the cheapest price, but the person whose taste you trust. Three formats carry it.

EXHIBIT 14 · THE THREE SELLING FORMATS

买手电商	店播	笔记带货
Buyer livestreams	**Store livestreams**	**Shoppable notes**
Creators curate and sell. Any account with 1,000+ followers can go live as a buyer.	The brand goes live from its own account. Store live GMV x5 at 618 2024.	Product cards in notes. Merchants say 70 to 80% of live traffic comes from notes.

EXHIBIT 15 · SIGNALS OF GROWTH

+77% shoppers placing orders, Double 11 2025	+140% merchants above RMB 10M sales, Double 11 2025
60% of the top-100 sellers (H1 2024) had under 500k followers	2 to 5% standard commission, by category

RMB 100M+ in one livestream for buyer 章小蕙 (Zhang Xiaohui), October 2023, the first on RedNote. Actress-buyer 董洁 (Dong Jie) reached RMB 73M in May 2023, with calm, slow, very detailed sessions.

What I love about RedNote buyers: they sell like a friend with good taste. No shouting, no countdown. They explain the fabric, try it on, say who it is not for. That is exactly why a RMB 3,000 cardigan sells here and not on a discount stream.

Average order value for merchants above RMB 10M was reported around RMB 3,000 at Double 11 2025. Premium is welcome.

WHAT IT MEANS

Test 5 to 10 niche buyers in your category before a store livestream, and let notes feed every live session.

Sources: Jiemian and CBNData, 1 Aug 2024 (model, buyers, store live, Qian Gua top-100 data); 36Kr, 26 Oct 2023 (Zhang Xiaohui, Dong Jie); TMTPost/Barron's China, 14 Nov 2025 and Baijing, 29 Sept 2026 (Double 11 2025); DoNews, 25 Aug 2025 (commission). No official total GMV is published. Read more: fashionchinaagency.com/xiaohongshu-ecommerce-how-to-register-a-store-on-little-red-book/

11 · PAID MEDIA

Ads multiply what already works; they do not rescue weak notes

RedNote's ad platform is 聚光 (Juguang). Two formats matter for lifestyle brands: feed ads that push a note into her discovery page, and search ads that put it at the top of her results.

EXHIBIT 16 · WHEN TO START PAYING, AND FOR WHAT

Stage	Signal to look for	Paid move
Too early	Under 20 notes, few saves	No ads. Seed KOCs, post weekly.
Ready	20+ organic notes, save rate above 3%	Feed ads on the 3 best notes only
Scaling	You own part of the first screen on key terms	Search ads on 10 to 20 keywords
Selling	Store or Tmall link in place	Ad notes linked to the sale (Red Cat Plan)

Thresholds: Fashion China Agency field practice.

Opening an ad account

Brands without a Chinese company go through an authorised agency. Expect a review of trademark and brand documents; a Chinese brand name and matching trademark save weeks.

The price direction

Ads were 76% of 2025 revenue and the company is preparing to list. The pressure on ad prices only goes one way. Anyone who gives you a single CPM number is selling something.

The platform even has a word for its own logic: 反漏斗, the reverse funnel. Start from the small group that already loves the product, then widen. Paid traffic on this platform is a multiplier, not a rescue. A note that earns no saves on its own will not earn them with money.

WHAT IT MEANS

Earn the right to spend: organic proof first, then ads only behind winning notes and keywords.

Sources: AppInChina, RedNote ads guide (Juguang formats); 21st Century Business Herald, 24 June 2026 (ad share); Reuters, 16 June 2026 (IPO). Read more: fashionchinaagency.com/how-to-use-xiaohongshu-ads-as-a-small-fashion-brand-in-2026/ · /rednote-ads-account-for-fashion-brands-why-is-it-so-hard-to-open/

12 · FASHION WEEK PLAYBOOK

A show lasts fifteen minutes; on RedNote it can live for six weeks

Chinese fans follow the runway from their phone. The brands that win plan the show as a three-act story: before, during and after.

EXHIBIT 17 · THE THREE ACTS

PRE-SHOW · 3 WEEKS

预热

Teasers, invitations, the guest list. Seed fashion KOCs with "what I will wear" notes. Book search terms early.

DURING · 48 HOURS

直击

Livestream, backstage, front row. Post within the hour. Speed beats polish.

POST-SHOW · 3 WEEKS

种草

Styling notes, "how to wear the look", first try-ons. This is where the sales start.

EXHIBIT 18 · WHAT A REDNOTE SHOW LIVESTREAM DELIVERED (BOSS AW23)

610,000+	+33%	89%
livestream exposure	brand searches on livestream day	of viewers in tier-1 and new tier-1 cities

Data reported by Luxe.co, 2023.

The magic of RedNote at fashion week: the same look is seen by three different audiences wearing the same trench coat. The fashion editor, the office girl in Shanghai, the student in Chengdu. Each one needs a note in her own language.

And do not stop when the lights go off. The post-show weeks are where 同款 (same item) searches peak.

WHAT IT MEANS

Plan content for six weeks, not one night. Put half the budget after the show.

Sources: Luxe.co, 2023 (BOSS AW23 livestream on RedNote); Fashion China Agency field practice. Read more: fashionchinaagency.com/the-pre-show-during-show-post-show-playbook-how-luxury-brands-use-xiaohongshu-around-fashion-week/

13 · STARTING FROM ZERO

Zero followers is not a handicap: on RedNote, the note travels before the account

The algorithm shows good notes to strangers, whatever the account size. A small brand with useful content can be found from week one.

EXHIBIT 19 · THE FIRST-MONTH CHECKLIST

Brand account 企业号 Verified profile, Chinese name, a bio that says what you sell and for whom.	**9 to 12 notes first** Fill the grid before any promotion. A visitor judges the profile in seconds.
Carousel of 5 to 9 images Cover with a clear promise, then details, fabric, sizes, styling.	**200 to 500 characters, 3 to 5 tags** Words she types in search, not your campaign slogan.

EXHIBIT 20 · SAVES BEAT LIKES

SMALL ACCOUNT

500 followers
200 saves

Strong signal. The note keeps getting pushed.

BIG ACCOUNT

50,000 followers
100 likes

Weak signal. The note fades fast.

Illustration from Fashion China Agency practice: a save says "I will come back to buy".

The first two or three weeks matter most: this is when the platform decides what your account is about. Post on one theme, at a steady rhythm. Do not jump from bags to skincare to travel.

Then the community grows in four steps: be found, be saved, be asked, be recommended. When 姐妹们 answer each other in your comments, you are there.

WHAT IT MEANS

Measure saves, not followers. A small account with a high save rate is ready for KOCs and ads.

Sources: Fashion China Agency field practice and Cindy Zhang. Read more: fashionchinaagency.com/xiaohongshu-for-small-fashion-brands-how-to-start-with-zero-followers/ · /how-to-build-a-brand-community-on-xiaohongshu-from-scratch/

14 · BORN ON REDNOTE

A new generation of Chinese labels grew up on RedNote, and they set the bar

These brands are your real competitors in her feed. They did not buy their way in: they listened to the comments and answered with product.

EXHIBIT 21 · FIVE LABELS, FIVE LESSONS

Brand	Reported result	What they did right
AAAD	Online sales above RMB 300M in 2024; 439,000 items sold on RedNote	One clear style, repeated until it became a search term
Bananain	About 33,000 user notes for its 26SS photo show (brand figure)	Turned buyers into the campaign
UNICA	GMV above RMB 1bn; repurchase peaked at 85%, now about 70%	Loyalty first, reach second
KEIGAN	RMB 40M in one livestream night, 10 Dec 2024	Calm, detailed buyer-style lives
CHICJOC	30-hour livestream above RMB 100M, Oct 2025	Notes all year feeding one big live moment

评论区 The comment section is their product team. Sizes, colours, fabrics: requests in the comments become the next drop.

What I tell foreign founders: read the comment box like a sales report. These labels do. When fifty girls ask for a longer version, they make it, and tell them.

And a brand does not need to talk much if its customers have plenty to say. Their accounts are full of their buyers, not their models.

WHAT IT MEANS

Benchmark against these labels, not your European rivals. Their speed and closeness to buyers is the standard she expects.

Sources: Chinese business press as cited on each Fashion China Agency brand page; figures are company or media reports, not audited. Read more: fashionchinaagency.com/aaad-rednote-strategy/ · /bananain-rednote-strategy/ · /unica-rednote-strategy/ · /keigan-rednote-strategy/ · /chicjoc-rednote-strategy/

15 · UBRAS BEST PRACTICES

Ubras made one word, size-free, the answer to her search

Founded in 2016, Ubras launched its 无尺码 (size-free) bra in August 2018. RedNote was the seeding layer; most sales closed on Tmall livestreams.

RMB 170M	RMB 1.55bn	No. 1
Tmall sales, 2019	Tmall sales, 2020, up 800%+	Tmall bra, Double 11 2020, 1.5x the No. 2

EXHIBIT 22 · SIX PRACTICES TO COPY

1. Own a category word
"Size-free" became the search term. Every note repeated it.

2. Mid-tier all year, stars for peaks
Steady creator notes; celebrities only around launches and sales.

3. A believable ambassador
欧阳娜娜 (Ouyang Nana) used the product before she signed.

4. Buyers become KOCs
The U喵 WeChat community and 晒单 (order photos) fed new notes.

5. Seed before each spike
Notes go out weeks before 618 and Double 11, not on the day.

6. Sell the scene
Working from home, yoga, a long flight. Comfort shown, not claimed.

And one warning from the same story. A teardown review that questioned the product got 10,000+ likes, and users began to say there were too many paid notes. Success on RedNote invites inspection.

Keep listening to the organic reviews, even when sales look great.

WHAT IT MEANS

Pick one word she will type, make every note say it, and keep the paid share low enough to stay believable.

Sources: Mojing data via Huxiu (Tmall sales 2019-2020); CBNData (Double 11 2020 ranking); Chinese press on Ubras marketing and reviews. Sales shown are Tmall only. Read more: fashionchinaagency.com

16 · THE 90-DAY ROADMAP

Ninety days is enough to know if RedNote works for your brand

This is the plan we run with new lifestyle brands. Four phases, one clear test at the end of each.

EXHIBIT 23 · FOUR PHASES OVER 13 WEEKS

Weeks 1-3	Weeks 3-6	Weeks 6-10	Weeks 10-13

Phase	Work	KPI to pass
1 · Listen 调研	Audit what she already says about you and rivals. Build the keyword map. Open and verify the brand account.	30-50 target keywords; account verified
2 · Seed 种草	First 12 brand notes in Chinese. First KOC wave of 20 to 50 creators.	Save rate above 3% on the best notes
3 · Amplify 放大	Search and feed ads behind winning notes only. Second KOC wave, a few mid-tier KOLs.	Notes on page one for priority keywords
4 · Convert 转化	RedNote store or Tmall link. First store livestream or buyer live. Full report.	First orders traced to notes; go or adjust

Fashion China Agency method. KPIs are targets we set with each brand, not guarantees.

The order matters more than the budget. Brands that start with ads, or with one expensive KOL, often burn the first quarter. Brands that start by listening know in week three which words, which looks and which price points she cares about.

At day ninety you do not have a hit yet. You have proof, and a plan you can scale.

WHAT IT MEANS

Listen, seed, amplify, convert. Each phase must pass its test before the next one gets budget.

Source: Fashion China Agency method. Read more: fashionchinaagency.com/xiaohongshu-for-small-fashion-brands-how-to-start-with-zero-followers/ · /how-to-use-xiaohongshu-ads-as-a-small-fashion-brand-in-2026/

17 · FROM THE FOUNDER

Cindy's seven rules for RedNote

Cindy Zhang, CEO, Fashion China Agency

1 **搜索 first**
Be the answer to her search. Pick the words she types, then write the notes.

2 **收藏 over 点赞**
Saves over likes. A save means she will come back with her wallet.

3 **素人 before stars**
Fifty real girls before one celebrity. The trust comes from below.

4 **Film the decision**
Show the moment she hesitates: the fit, the fabric, the price. That is where you win her.

5 **Write in Chinese, never translated**
She judges your Chinese copy in three seconds. A translated note feels like a foreigner shouting.

6 **求链接 is a buy signal**
"Link please" in the comments means she is ready. Read the comment box every morning.

7 **Never fake it**
Label AI, tag paid notes, no bought reviews. On RedNote, trust lost is reach lost.

> *"RedNote is not a channel you buy. It is a conversation you join. Be the friend with good taste, and she will bring her sisters."*

Cindy Zhang leads Fashion China Agency, an independent agency for luxury, fashion and lifestyle brands in China. fashionchinaagency.com

18 · OUR EXPERTISE AND SOURCES

What we do on RedNote, and where the numbers come from

OUR REDNOTE SERVICES

Account and verification
Brand account 企业号, Chinese name, profile.

Chinese content
Notes written by fashion editors in Chinese, not translated.

KOC and KOL seeding
Creator selection by audience, briefs, follow-up.

Juguang ads
Feed and search ads behind winning notes.

RED store and lives
Store set-up, buyer and store livestreams.

Listening and benchmarks
Keywords, comments, competitor tracking, Tmall link-out.

METHOD

RedNote is a private company and publishes few audited numbers. We use press and research reports, each dated in the page footer. Where sources disagree, we give the more careful figure. Figures marked "field practice" are our own working benchmarks, not market statistics. Brand results are as reported by the brands or the press.

MAIN SOURCES

LatePost and Huxiu, June 2026 (users, revenue)
Reuters, 16 June 2026 (IPO)
21st Century Business Herald, 24 June 2026 (ad share, iiMedia survey)
Jiemian, May 2025, 8 May 2025, March 2026
Jiemian and CBNData, 1 Aug 2024 (e-commerce)
TMTPost / Barron's China, 14 Nov 2025 (Double 11)
Baijing, 29 Sept 2026 (Redshop)
36Kr, 26 Oct 2023 (buyer livestreams)
Luxe.co, November 2023 (luxury users, BOSS AW23)
Cyberspace Administration of China, 14 Mar 2025 (AI labels)
Business of Fashion and Jing Daily, 16 Dec 2021
Mojing via Huxiu; CBNData (Ubras)
DoNews, 25 Aug 2025 (commission)
Sohu, 2026 (creator split, AI rules)

READ MORE ON FASHIONCHINAAGENCY.COM

/xiaohongshu-for-small-fashion-brands-how-to-start-with-zero-followers/ · /how-to-use-xiaohongshu-ads-as-a-small-fashion-brand-in-2026/ · /rednote-store-the-easiest-way-to-start-selling-fashion-in-china/ · /from-kol-to-koc-why-chinese-consumers-now-trust-insiders-over-influencers/ · /xiaohongshu-ai-avatar-labeling-brands/ · /the-pre-show-during-show-post-show-playbook-how-luxury-brands-use-xiaohongshu-around-fashion-week/

Talk to us about RedNote

Fashion China Agency is an independent agency for luxury, fashion and lifestyle brands in China.

fashionchinaagency.com/contact-us/