



Kuaishou ventures into the heart of rural fashion trends through cross-industry collaboration

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Farmer's Daily : [Kuaishou ventures into the heart of rural fashion trends through cross-industry collaboration](#)

On September 15, a fashion show with strong Kuaishou featured took center stage at China Fashion Week Spring/Summer 2024. With the theme of "Superbly-stylish with Kuaishou", the event represents a bold and innovative cross-industry collaboration between Kuaishou and China Fashion Week. It is reported that the "Superbly-trendy with Kuaishou" fashion collection showcased on stage was a collaborative effort between Kuaishou and five pioneering designer brands. These designs skillfully incorporate the unique qualities and preferences of Kuaishou's rural and blue-collar user communities, presenting a vivid blend of power and fashion across five distinct collections comprising 30 outfits. This initiative allowed the fashion influence of everyday individuals to shine on a grander stage.