



# JINGZHI MEDIA GROUP

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承载文化之精髓 传播时代之韵致

# JINGZHI MEDIA GROUP

精致传媒

Jingzhi Media Group is a forward-thinking media organization dedicated to shaping the industries that define jingzhi (精致) culture and lifestyle. Rooted in China's rich heritage, jingzhi embodies sophistication, refinement and cultural depth, defining China's neo-luxury economy.

Our mission is to empower brands and drive sustainable growth through strategic media communications, actionable market insights, and impactful events. By championing the jingzhi economy, we bridge tradition and innovation, equipping businesses with the knowledge and foresight to navigate the evolving landscape of China's neo-luxury market.

# Vision & Mission

## Vision

To be a global gateway for understanding China's jingzhi culture and to drive the growth of China's jingzhi economy.

## Mission

To empower brands and individuals worldwide who make exceptional contributions to China's jingzhi economy through authentic storytelling and locally driven innovation.

# What is JINGZHI 精致

Jingzhi (精致) is more than a mark of exceptional craftsmanship—it is an elevated philosophy of living, deeply rooted in Chinese culture, aesthetics, and values. It represents a pursuit of perfection in detail, an appreciation for beauty, and a seamless integration of quality, culture, emotion, and intellect.

In China's high-end consumer market, jingzhi is not just a preference; it is an identity—one that reflects the aspirations of modern consumers for refined living, cultural depth, and emotional resonance. It extends beyond product value, shaping a broader lifestyle evolution that prioritizes:

- **Aesthetic sophistication** — an appreciation for design, materials, and artistic heritage.
- **Well-being and happiness** — a shift toward mindful consumption, sustainability, and quality of life.
- **Cultural authenticity** — a growing emphasis on identity, storytelling, and heritage-driven experiences.

# Jingzhi Success Framework

Rooted in our deep understanding of jingzhi, we have defined six core pillars that capture the essence of China's evolving high-end consumer culture while positioning it within a global context. These pillars form the foundation of the Jingzhi Success Framework, providing a strategic lens for brands navigating China's neo-luxury era.

At Jingzhi Media Group, these six pillars—Craftsmanship, Vision, Authenticity, Commitment, Intelligence, and Quality—shape our cultural foundation and strategic approach, guiding how we analyze market trends, engage with industry leaders, and communicate the future of refined consumption.



精工巧制  
Craftsmanship



精敏之志  
Vision



精诚真挚  
Authenticity



精研至极  
Commitment



精深明智  
Intelligence



精细质感  
Quality

# Our Strength

- The Trusted Voice on China's Neo-Luxury Economy
- Authentic Storytelling & Cultural Intelligence
- Strategic Business & Market Insights
- Cross-Cultural Perspective & Global Connectivity
- Thought Leadership & Industry Connection



# Our Audience

## Industry Experts & Professionals

Marketing consultants, designers, cultural researchers, and other specialists focused on the intersection of culture and commerce.

## Investors & Policymakers

Investment institutions and policy researchers interested in the development of the jingzhi economy and its economic and social impact.

## Brands & Enterprises

Senior executives, marketing managers, and decision-makers seeking in-depth insights into China's market dynamics, consumer behavior, and global jingzhi economic trends.

## Global Retailers & Distributors

Retail platforms and distributors dedicated to exploring localization and globalization strategies.

## Academic & Educational Institutions

Students, researchers, and academic institutions seeking practical and theoretical industry insights for teaching and research.

# JINGZHI CHRONICLE

精致知界



WeChat Official Account



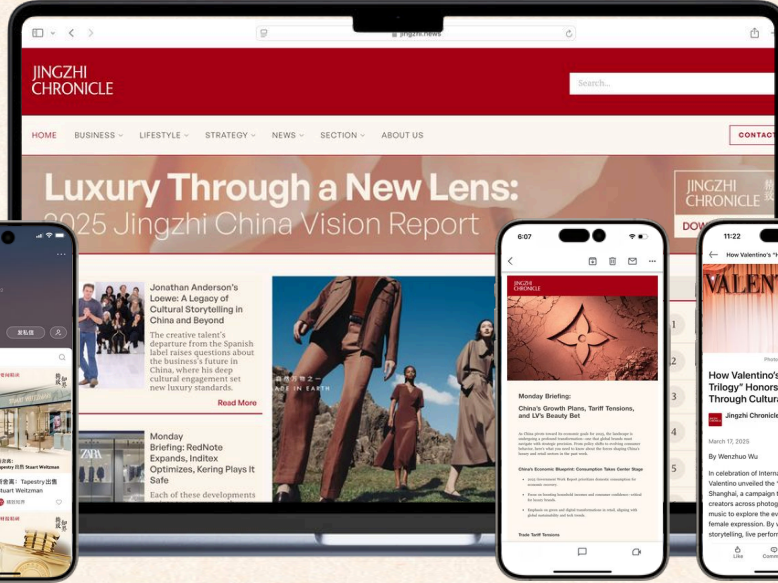
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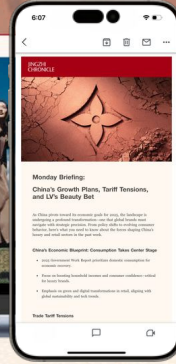
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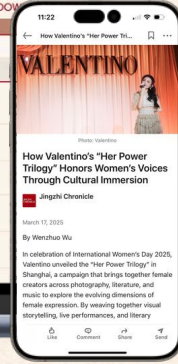
Rednote (Xiaohongshu)



Website



Newsletter



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Jingzhi Chronicle stands as the authentic voice in China's neo-luxury economy, offering a nuanced lens on the shifting currents of culture, society, consumer behavior, and lifestyles in China. Created for both local and global business leaders and stakeholders, Jingzhi Chronicle inspires readers to think cross-culturally, adapt to change, and shape the future of business in this dynamic market. Founded in January 2025 by Jingzhi Media Group, Jingzhi Chronicle is committed to empowering visionary leaders and strategic partners. Through unparalleled insights, meaningful connections, and actionable solutions, we enable informed decision-making and innovation across the evolving Chinese luxury landscape.



# JINGZHI CHRONICLE

## 精致知界

### Chinese Columns

#### 要闻精读

A curated selection of key industry news, helping business leaders, investors, and professionals stay informed.

#### 精致视角

Exploring China's jingzhi economy and its related industries from diverse angles.

#### 精知灼见

Dissecting the hottest industry trends with unmatched insight and unique perspectives.

#### 本周精选

Showcasing outstanding case studies of marketing campaigns with insights into brand strategies and market trends.

#### 精志人物

Profiling industry pioneers driving the evolution of Jingzhi culture and creative visionaries redefining local narratives.

#### 财报精研

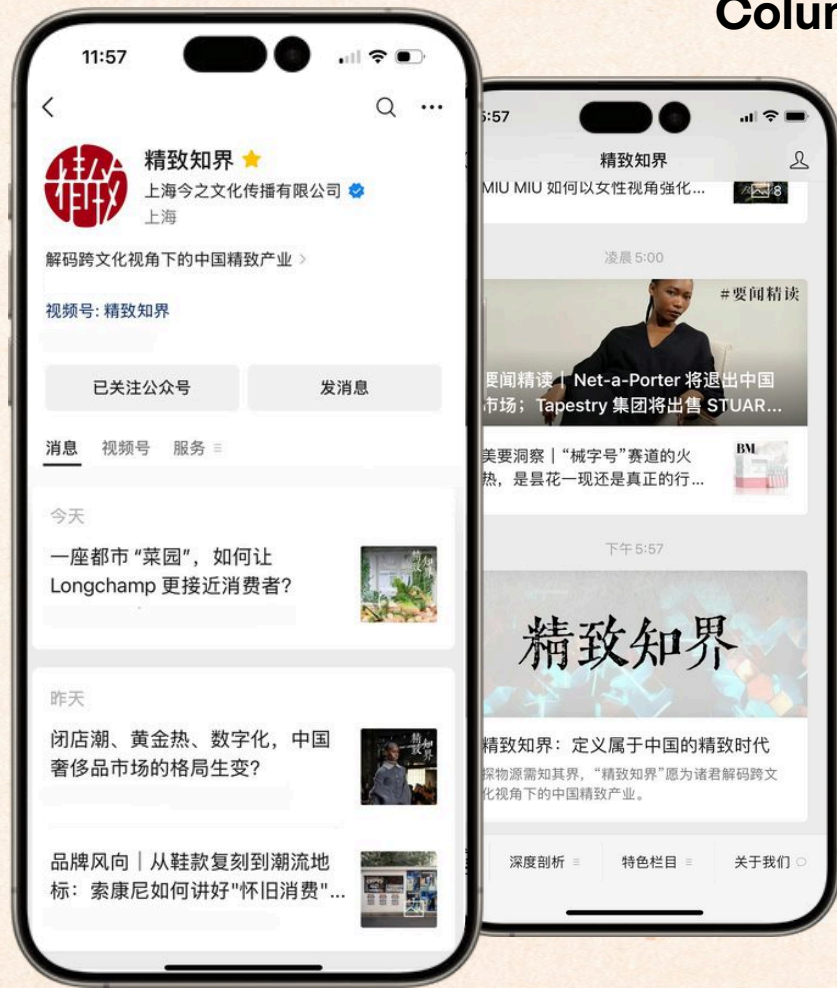
A deep dive into financial reports, uncovering future market trends.

#### 中国致向

Showcasing leading companies and brands that are shaping the jingzhi era through their vision for China and the world.



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## WeChat Channels

The Jingzhi Chronicle WeChat Channels account delivers key industry insights, trend analysis, and brand updates through short video content every week. With high-quality visuals, we provide an engaging and dynamic perspective on the latest developments in the jingzhi industry, helping brands and professionals stay ahead of market trends.

### Weibo

The Jingzhi Chronicle Weibo account focuses on industry hot topics, offering concise news updates, authoritative analysis, and data-driven insights. It serves as a key platform for high-end brands, professionals, and luxury enthusiasts to access real-time industry information.



### Rednote (Xiaohongshu)

The Jingzhi Chronicle RedNote account shares curated video content alongside in-depth industry analysis and market updates in a visual and text-based format. It acts as both an information hub for jingzhi industry consumers and professionals and a specialized platform for decoding luxury brand strategies, market trends, and consumer culture.

### Jingzhi Curates

Curated insights on trending topics in business, technology, and society.

### Monday Briefing

Analysis and insights into China's latest cultural, economic, and geopolitical developments, with an emphasis on their global impact and relevance to luxury, business, and modern lifestyle trends.

### Jingzhi Vibe

Exploring the latest jingzhi-related cultural trends, movements, and lifestyle shifts in China.

### Jingzhi Brand

Featuring the most influential and innovative local brands from China

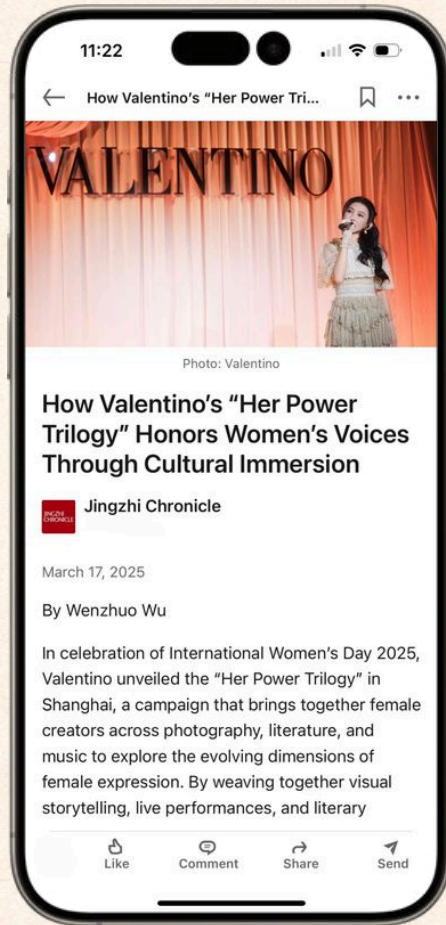
### The Visionary

Profiling trailblazing individuals across industries such as fashion, art, technology, and business who are redefining creativity and leadership in the neo-luxury era.

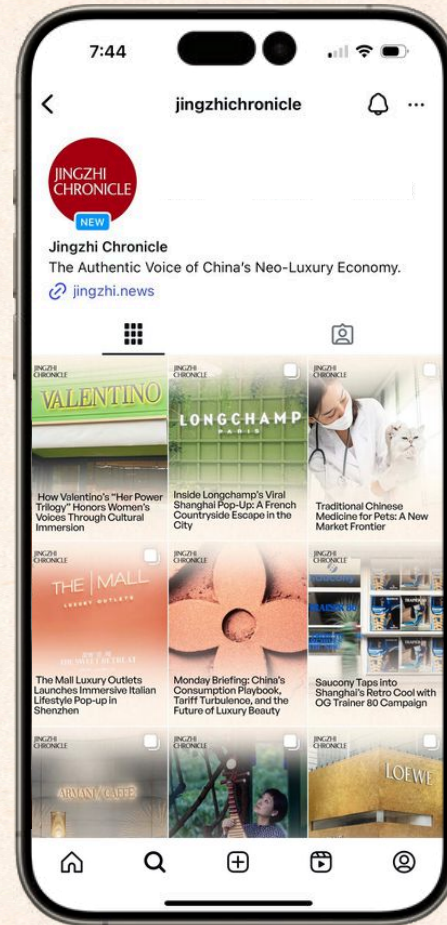
### Jingzhi Voices

Opinion pieces from industry leaders, cultural influencers, and subject-matter experts sharing unique perspectives on business, culture, and innovation in China.





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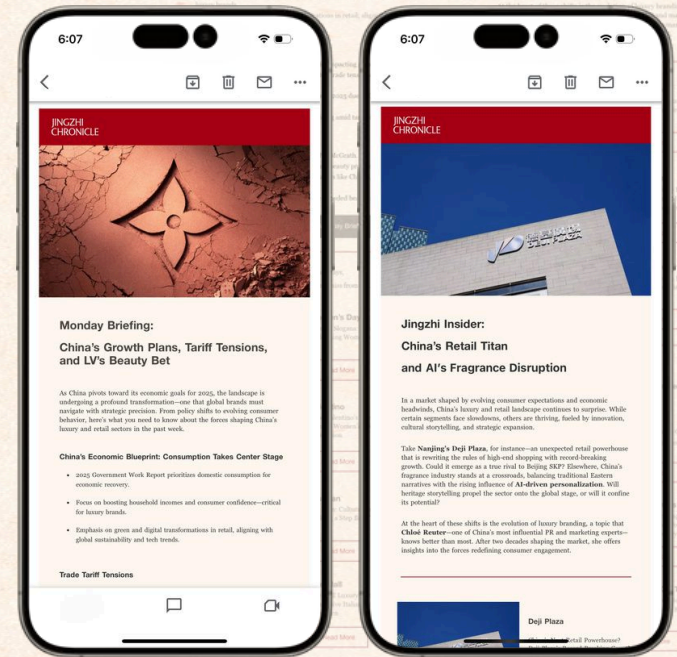
# 精致知界

## Newsletter

Rooted in the concept of jingzhi (精致), our platform redefines how you engage with China's dynamic market. Through our team of bi-lingual, bi-cultural journalists and a network of industry experts, we bring you in-depth analysis, strategic insights, and exclusive intelligence to help you navigate this ever-changing landscape.

Subscribers will receive:

- **Monday Briefing** - A data-driven snapshot of China's latest business intelligence and emerging trends.
- **Jingzhi Insider** - A curated digest of the week's most compelling marketing highlights, case studies, and strategic takeaways.
- **Exclusive access** to upcoming reports, events, and market intelligence.



# Omni-Channel Promotion

With our bilingual media network, we maximize brand visibility across Chinese and English platforms. Through strategic multi-channel exposure, we elevate news coverage, driving global recognition and audience engagement.



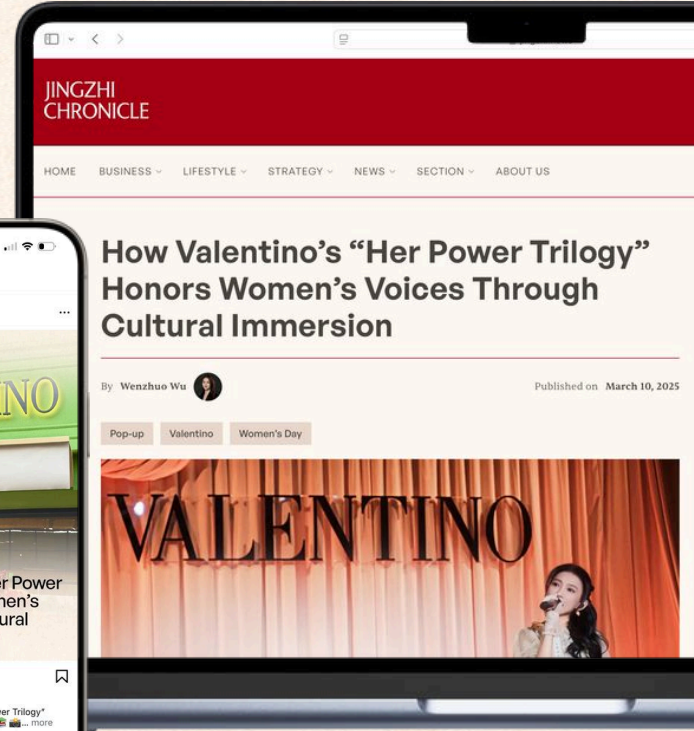
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For more information, please contact us at [contact@jingzhi.media](mailto:contact@jingzhi.media).

THANK YOU