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# Press Release Distribution Report

November 11, 2025

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China

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Shanghai

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# Distribution Report

## Consinee Group Makes a Statement in Chinese Red - Redefining the Height of Chinese Luxury with Sound

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## Your Submitted Press Release

**Shanghai, China, 12th Nov 2025** - At the 7th China International Import Expo (CIIE) on November 7, 2025, Consinee Group presented itself in a poised and elegant shade of “Chinese Red” at Booth A3-02, Hall 6.2 of the National Exhibition and Convention Center in Shanghai, showcasing the power of Eastern luxury yarns to the world.

For the first time, Consinee used “sound” as its medium of expression, breaking away from the traditional single-focus product exhibition format. From November 5 to 10, the booth hosted daily themed talks that explored cutting-edge trends in luxury yarns and the enduring heritage of Eastern craftsmanship, delving into topics such as sustainable fashion, innovation in craftsmanship, and brand culture.

This intellectual gathering was not merely a new product showcase—it represented a pivotal moment for Chinese high-end textile brands to speak on the global luxury stage.

### **Standing Shoulder to Shoulder with Global Giants: The Confident Rise of Chinese Luxury**

Designed around the signature Chinese Red and accented with a dynamic water feature, Consinee’s booth was recognized by the industry as one of the most visually memorable exhibits at the entire fair. Located in the same zone as LVMH and DOLCE & GABBANA, Consinee’s presence symbolized the ambition of a “Made in China” brand to enter the inner circle of the global luxury industry. This setup not only embodied the company’s confidence in internationalization but also signaled its firm steps toward transforming into a “World-Class Chinese Luxury Brand.”

### **From “Selling Products” to “Conveying Values”: A Strategic Brand Upgrade**

As one of the world’s leading cashmere yarn producers, Consinee had long been celebrated for its superior quality and innovative design. This time, by introducing daily keynote sessions, the brand marked a crucial transformation—from manufacturer to thought leader. By continuously sharing insights into fashion trends, sustainable development, and Eastern aesthetics, Consinee shifted from a follower to a definer, establishing intellectual and cultural influence within the luxury industry and positioning itself as a key voice in global fashion discourse.

### **Industry Insight: From Cost Competition to Value Competition**

Consinee’s participation at CIIE provided deep inspiration for China’s cashmere industry—when a company moved from exporting products to exporting ideas, it built a stronger competitive moat on the global stage. This transition from price-based to value-based competition not only drove industry upgrading but also gave midstream and downstream enterprises valuable references to perceive global trends and adjust their

strategies accordingly.

## **Communicating Through Sound: Redefining the Image of “Made in China”**

Through a showcase infused with Eastern aesthetics and intellectual depth, Consinee injected a new narrative power into Chinese manufacturing. This was not merely an international brand exhibition but also a declaration about the future—that the true value of “Made in China” lay not only in producing world-class goods but also in telling stories that resonated globally. Consinee used the voice of China to participate in and reshape the discourse of global luxury.

### **About Consinee Group**

Founded in 1999, Consinee Group is the large-scale spinning company in China that completely use the new and imported automatic production lines. It is known as the Champion Demonstration Enterprise in the textile industry and the leading company in the “Made in China 2025” and Industry 4.0. Consinee is also the first “Future Factory” in Zhejiang Province. Today, Consinee Group produce and sell high quality yarns and fabrics 10000 tons annually, mainly using natural fibers like cashmere, among which 100% cashmere yarn accounts for more than 3,000 tons, occupying 20% share of world's total cashmere output. Consinee is the biggest exporter of cashmere yarn in China.

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