

HUI

Brand identity and Communication
analysis report



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Introduction

HUI was founded by **Hui Zhou Zhao**, a fashion designer who studied at Politecnico di Milano and blends Eastern cultural heritage with modern design.

The brand interprets traditional Chinese craftsmanship through a contemporary, Western-aware fashion lens. Its collections are RTW pieces that draw from historical elements like **Qing Dynasty silhouettes** while remaining refined and wearable today.

The Qing dynasty was the last China's imperial dynasty and was the largest and most prosperous in the world bringing the population to prolific cultural and artistic achievements.

The silhouettes of the dresses of this period were defined by verticality, structure and volume.

Also important it's the **dragon robe silhouette** that defined the court and the imperial wear and became one of the most important symbols of the Qing Dynasty, recognizable in some pieces of the HUI collections.



Brand Analysis

Main aspects

HUI builds loyalty through the brand itself and **HUI Foundation** which encourage the heritage preservation and social value with donations and organization of educational and cultural tours, inviting to travel into the Guizhou region to visit villages beyond the usual tourist destinations.

Brand Awareness:

- Milan Fashion Week visibility and international fashion-calendar presence
- Strong recognizable positioning: "Chinese cultural heritage translated into contemporary luxury."
- Digital awareness through digital channels like Instagram and Red Note, where they publish through the main HUI account and HUI Lab.

Brand Associations:

- Cultural heritage as luxury: garments presented as carriers of tradition (craft + symbolism).
- East–West dialogue (China–Milan): identity built on bridging Chinese heritage with Milan/Italian fashion language and platforms.
- Embroidery as narrative: runway/collection storytelling often centers on motifs and handwork as meaning (myth, heritage, ethnic minority crafts)

Other Assets:

Recognizable craft codes: repeated use of embroidered surfaces, heritage textile references and symbolic motifs creates recognition.



*Photo of the page "The Foundation"
present on the official website*

The role of The Foundation

The main goal of The Foundation born in 2016 it's to keep alive handicrafts of China's ethnic minorities like **Miao, Bugy and Dong** (southern ethnic groups). it also creates social value by empowering disadvantaged communities.

Miao ethnic group – 苗族

The Miao are one of the oldest ethnic groups in China and consist of many subgroups with distinct dress and textile traditions.

The main characteristics are:

- Extremely dense **hand embroidery** using silk threads
- **Motifs** often represent **myths, ancestors, butterflies, dragons and nature**
- **Silver jewelry** integrated into dress as a status and identity marker

Buyi ethnic group – 布依族

Also this group establishes roots thousand years ago and their culture developed around agriculture and river valleys, which strongly influenced textile materials and aesthetics.

The main characteristics are:

- Dominant use of **indigo-dyed cotton fabrics**
- **Embroidery** tends to be **geometric and symbolic**
- Decorative borders placed on collars, cuffs, and aprons

Dong ethnic group – 侗族

This culture is known for architecture, music and textile craftsmanship.

The main characteristics are:

- Fine, controlled stitching with symmetrical compositions
- Indigo-dyed base fabrics combined with bright thread accents
- **Use of woven patterns alongside embroidery**



Miao silver ornaments



Embroidery and Silver pendant inspired from Miao
SS26 - Milan

Indigo and geometric embroidery from Buyi
SS25 - Milan





Architectural silhouette form Dong
SS25 - Milan

Brand Analysis

Vision & Mission

Vision

The brand's vision is to position itself as a bridge between East and West, promoting cultural dialogue through fashion while maintaining a strong focus on heritage preservation, innovation and global luxury positioning.

HUI seeks to harmonize tradition and modern aesthetics, presenting fashion as a medium for cultural exchange and artistic expression on an international scale.

Mission

The mission is centered on transforming and preserving Chinese cultural heritage through contemporary fashion and craftsmanship.

The brand aims to combine traditional Chinese techniques such as embroidery, silk work, and dyeing with modern tailoring, creating garments that tell cultural stories while empowering the wearer with elegance and confidence.



Use of colors



Red → Fire → South → joy, life

Red was believed to ward off evil spirits and attract good fortune and that's why it appears constantly in textiles and embroidery.

In fashion research: red often signals vitality, status, and positive energy.



Yellow → Earth → center → power, authority

Gold also symbolized wealth, prestige, and spiritual value. In luxury fashion referencing Chinese heritage, gold thread and yellow tones often evoke imperial culture.



Blue/Indigo → Wood → East → growth, harmony

In contemporary fashion, indigo often signals authenticity and heritage.



White → Metal → West → mourning, purity

Represents purity and simplicity, but historically it was not a celebratory color as represented funerary rituals.



Black → Water → North → depth, wisdom

In some historical periods, black was associated with official dress and strength. In modern design referencing Chinese culture, black often conveys sophistication and balance.

Target

Geographic regions

HUI targets an international audience positioned between Europe and China. Key markets include major European fashion capitals such as Milan, Paris, and London, where the brand gains visibility through the luxury fashion system and large Chinese metropolitan areas like Shanghai and Beijing, where interest in culturally rooted contemporary luxury is growing.

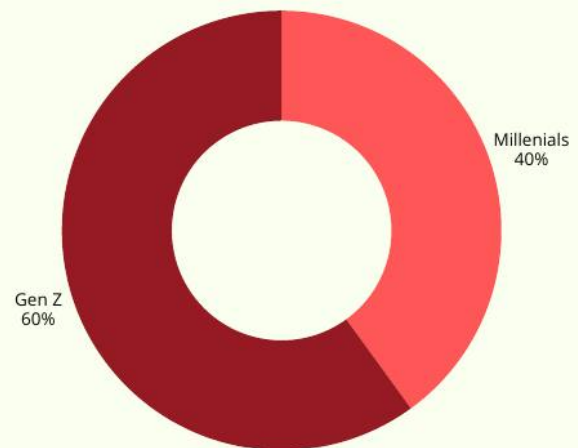
Age range

Gen Z (18-29)

Engaged with fashion culture through digital platforms like Instagram and Red Note and interested in identity-driven and heritage-based design.

Millenials (30-45)

This age group is more likely to appreciate narrative-driven luxury, craftsmanship, and cultural value in fashion



Spending power

HUI targets consumers with **medium-high to high spending power** who are familiar with luxury or premium designer fashion.

Its customers are typically urban, educated and willing to invest in high-quality garments that combine craftsmanship, heritage, and contemporary design.

The brand appeals to buyers who view fashion as a cultural and artistic expression as well as a luxury purchase.





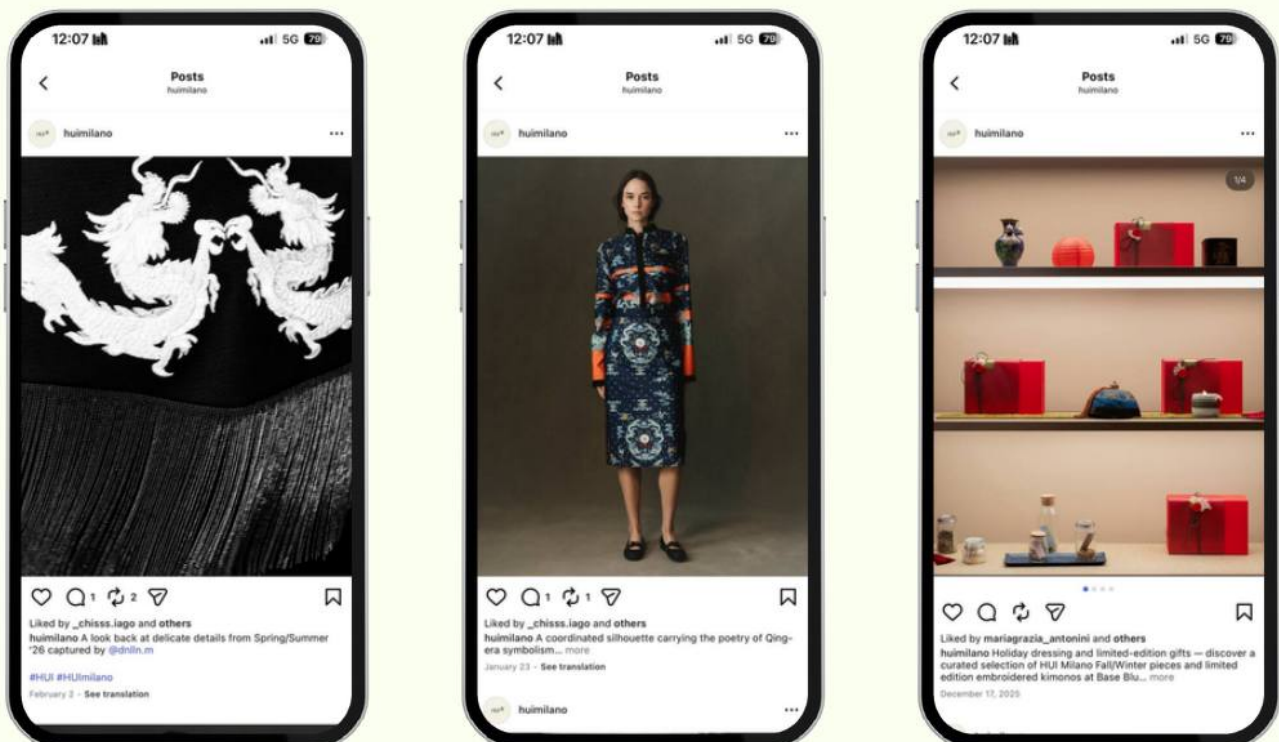
Social communication

HUI uses social media primarily as a tool for branding, storytelling and cultural positioning rather than direct commercial promotion.

The brand has account on multiple platform like Facebook, Instagram, TikTok, WeChat, Red Note and Douyin. Instead of focusing on fast consumption or influencer-driven marketing, HUI constructs a narrative centered on **craftsmanship, cultural heritage and runway legitimacy**.

The brand uses **Instagram** as the main international channel to share editorial photos, details and communication about new collection launches.

It's also used to communicate brand identity and creative vision, highlighting the connection between contemporary fashion and traditional Chinese craftsmanship. Captions often reference inspirations drawn from Chinese ethnic minorities, textile traditions and symbolic cultural elements.

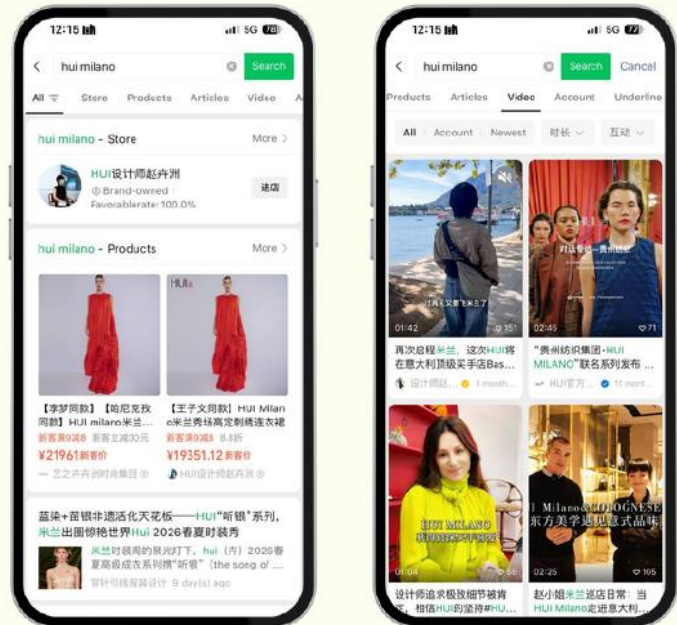


Posts of the official IG account of HUI Milano

HUI also operates within the Chinese digital ecosystem, particularly through platforms such as **WeChat** and **Red Note** (小红书). These platforms are essential for reaching domestic Chinese audiences and building a community that values heritage and craftsmanship.

On **WeChat**, the brand shares editorial content, event announcements, and cultural initiatives connected to the HUI Foundation and its preservation of traditional techniques.

It's possible also to see that the name of the brand it's used a lot among users posts. **This help the brand to create organic contents.**



WeChat screens

Red Note functions more as a lifestyle and fashion discovery platform, where visual storytelling, brand image, and curated fashion content help strengthen brand awareness among younger luxury consumers. Through Red Note, HUI can engage with an audience interested in design, culture, and contemporary Chinese fashion identity while maintaining its premium positioning.



小红书 screens

Social listening

Instagram vs 小红书

The most endgaging social channels for HUI are instagrm and Red Note (小红书) but, of course, there are huge differences in how and what communicate the brand with its audience.

The first one difference it's around the content shared between the two platforms. On Red Note one important difference it's the continue sharing of content with titles of "**Join us**" recruiting people for events like Fashion Week and not. This kind of posts are the ones with more engagement ratio, including saves on the app and comments.

	Instagram	小红书
Audience	Global audience	Primarily Chinese
	18-45 years old Millenials and Gen z	18-34 years old Gen Z
	Female and Male balanced	70% Female
Followers	12.4k	3543
Endgagement ratio	2.41%	0,4%
Content	• Events • Cloth's details • editorial photos • Runway look	• Events • Cloth's details • editorial photos • Runway look • Craftmanship content • Recruitment Posts

Sources about 小红书 provided by the last 12 posts on the app

Uma wang

Main competitor overview

Uma Wang is an independent luxury fashion brand founded by Chinese designer Uma Wang, who studied at Central Saint Martins in London and built her career between China and Europe.

The brand is known for its **refined, intellectual aesthetic**, characterized by layered silhouettes, textured fabrics, and muted color palettes. Rather than explicitly decorative heritage references, Uma Wang integrates **cultural sensibilities through textile research, craftsmanship, and philosophical design.**

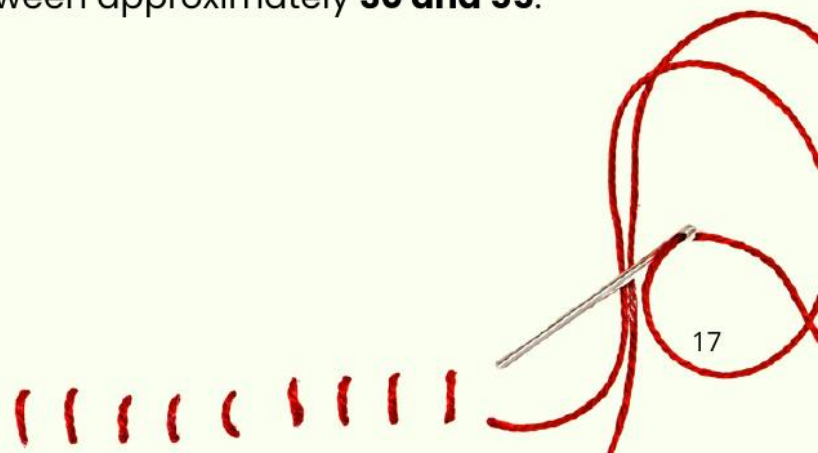
The brand presents regularly at international fashion weeks, particularly in Milan and Paris, positioning itself within the global luxury fashion system.

Uma Wang represents a strong cultural and professional bridge between China and Italy, and that's why it can be a direct competitor for HUI.

The brand has shown collections in Milan and collaborated with Italian textile manufacturers and artisans, reinforcing its integration into European luxury fashion while maintaining a Chinese cultural perspective.

This dual identity allows **Uma Wang to operate as a transnational brand that merges Eastern cultural sensitivity with Western tailoring, textile innovation, and runway presentation.**

Uma Wang targets a niche luxury consumer with medium-high to high spending power, typically aged between approximately **30 and 55.**



A fashion advertisement for Uma Wang. A woman with long black hair is standing in a modern, minimalist interior. She is wearing a beige knit beanie, a long-sleeved top with a red fruit and leaf pattern, and a long, flowing olive-green skirt. To her left is a small red vase with bare branches. To her right is a wooden staircase with a glowing light strip. The floor is made of light-colored tiles with a dark grid pattern. The background is a warm, textured wall.

UMA WANG 成都

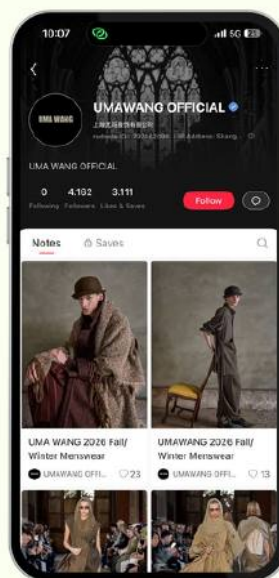
Main competitor – Social

Uma Wang uses **Instagram** as its primary global communication platform. The brand's feed reflects a refined and minimalist visual identity, focusing on runway looks, campaign imagery, textile details, and backstage content. The tone is artistic and editorial.

Engagement tends to be moderate but consistent, typical of niche luxury brands, with followers primarily composed of fashion professionals, industry insiders, and culturally engaged consumers.



Instagram screens



小红书 screens

On **Red Note**, the brand reaches a younger and predominantly Chinese audience interested in designer fashion and lifestyle content. Posts often include runway looks, styling ideas, and fashion editorials that resonate with urban Chinese luxury consumers.

Engagement on this platform tends to be **stronger than on Instagram** due to Red Note's algorithm and its highly interactive community, particularly among **Gen Z and young Millennial** users who follow contemporary Chinese designers.

In the end, **the big difference between HUI and Uma Wang, lies in the type of content shared: Uma Wang shares runway images, HUI shares its brand at 360 degree.**



谢谢
for the attention

