

The Development and Policy Support of the Clothing Culture and Creative Industry Cluster in East China from the Perspective of Shanghai Fashion Week

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Abstract: Shanghai Fashion Week is a major event in the world of the fashion industry, showcasing the ingenuity, creativity, and innovation of Chinese designers on a large scale. It promotes cooperation and intercultural communication by building an interface between the Western and Eastern fashion industries. Reputably ranking among the most influential fashion weeks in Asia, it draws the attention of the media, foreign purchasers, and fashion lovers. Therefore, it is increasing the prominence of emerging and well-established Chinese and international creators. In this context, a study was conducted to explore the policy initiatives for the development of the creative industries cluster and the promotion of Shanghai Fashion Week. A qualitative research methodology was applied to collect the data. A semi-structured interview was carried out by stakeholders, economists, and policymakers. The results of the finding reveal that an effective governance model for the implication of policies to ensure the development of an industrial cluster and the influence of cultural clothing is possible through monetary incentives for environmentally friendly clothing, tourism emancipation infrastructure funding, public and private relationships, and effective departmental collaboration by the Chinese local municipal government.

Keywords: Shanghai Fashion Week, Clothing culture, Creative Industries Cluster, Public Policies.

1. INTRODUCTION

Shanghai Fashion week is regarded as one of the world's five most prestigious fashion shows, following Paris, Milan, New York, and London. To be more specific, the "clustering of features" sub-index keeps track of how many fashion shows, events, brand interactions, and partnerships there are with globally recognized companies. This demonstrates how

society recognizes fashion week and how much press it gets as a consequence. Particularly, when it came to online search and social media exposure, Shanghai's fashion week lagged behind only New York and Paris (Shanghai Municipal Government). The 21st century has been shaped by the information economy, and due to the quick expansion of the artistic and creative sectors, wealthy nations and areas have seen significant growth in their economies. In certain ways, the growth of innovative and creative sectors has come to serve as an important measure of a nation's or region's general competitiveness. As a result, many nations and areas, including the UK, Japan, Singapore, and certain parts of China, have enacted several laws and programs to promote the growth of their artistic communities in recent decades, viewing them as their fundamental sectors (Chu & KAGAWA, 2009).

In the decades between 1970 and 1980, creative spaces, also referred to as creative clusters or cultural quarters, started to appear in Europe and the US. A crucial turning point in the acknowledgment of the creative industries came in 1998. And in that year, the British New Labour Party started sponsoring the creative sectors because of their capability for revenue and employment creation. A lot of cities have sought to evolve into creative cities as well as move toward an economy based on information. Science has produced a plethora of ideas that study innovative and cultural economies, the creative class, the creative city, and creative and cultural space. This is particularly the case for China, given that nation's 2001 entry into the World Trade Organization (WTO). Throughout the world, a lot of politicians believe that innovation is the "magic bullet" that will create new employment and boost the economy with minimal funding from local governments. Furthermore, in the post-Fordist era, innovation is employed as an instrument for "urban place-making and marketing," which aims to create an appealing and contemporary representation of a city. These initiatives need to be viewed in light of the intensifying regional rivalry between cities to draw in wealthy financiers and the well-educated artistic class. The fundamental importance of creative spaces as platforms for the advancement of the arts and the safeguarding of cultural assets outweighs their financial worth (Zielke & Waibel, 2014). Akin to this, Shanghai, a city on the verge of evolving into an international metropolis, has placed a high value on its creative sectors. In April 2005, Shanghai's Municipal Government established a Creative Industries Service Center, which is led by the Shanghai Municipal Economic Commission. This platform offers a range of goods and services required for the growth of

creative industries. Concurrently, 18 creative industrial zones, for example, the well-known Tianzifang, were established in Shanghai. More than 800 creative manufacturing firms from more than 30 nations and regions, including the USA and Japan, have drawn to these areas and settled there. These businesses employ over 10,000 people in a variety of fields, including graphic design, game applications, motion picture design, web-based media, and fashion artwork (Chu & KAGAWA, 2009). The Chinese Communist Party first included cultural industrialization as an explicit policy goal in its 10th Five-Year Plan in 2000. "Expanding reform of the cultural system, improving cultural and economic policy, strengthening management and construction of the cultural market, and combining information and the cultural industry" was how the plan sought to "advance the expansion of the cultural industry." These policies have altered China's cultural development trajectory by linking cultural advancement to economic growth (Chou, 2012). The term "Chinese-style" clothing describes a type of Chinese-influenced fashion design that closely blends modern design art and Chinese elements. It is a type of clothing that aims to evoke Chinese feelings and whose creation and design are influenced by everything Chinese and incorporate modern artistic aesthetics and fashion trends. As globalization becomes increasingly apparent, Chinese culture seems to be an important variable for a country's competitive edge because a distinctive cultural heritage can serve as an avenue for distinction that no other nation can ever adopt (Song et al., 2023).

1.1 Research Gap

Prior research was conducted to examine the impact of Shanghai Fashion Week on the creative industrial cluster and clothing culture. However, in the context of Shanghai Fashion Week, there is a dearth of studies on policy initiatives, their implementation, and their effects on the growth of creative industrial clusters. The goal of this study is to learn more about how Shanghai's local municipal government develops and implements policies for economic development through the promotion of Shanghai Fashion Week and the coordination of relationships between government agencies, industry associations, and businesses. The research will also look into the specific measures that the Shanghai Municipal Government has put in place to support Shanghai Fashion Week, the difficulties that have arisen during the implementation process, and how these policies will support the growth of the creative industry cluster and clothing culture.

1.2 Objectives of Study

Shanghai Fashion Week is a major event in the world of the fashion industry, showcasing the ingenuity, creativity, and innovation of Chinese designers on a large scale. It promotes cooperation and intercultural communication by building an interface between the Western and Eastern fashion industries. Reputably ranking among the most influential fashion weeks in Asia, it draws the attention of the media, foreign purchasers, and fashion lovers. Therefore, it is increasing the prominence of emerging and well-established Chinese and international creators. Shanghai Fashion Week also promotes environmentally conscious designs and encourages the fashion sector to take more environmentally sensitive measures by showcasing sustainable fashion practices. Through the qualitative and quantitative studies, the study hopes to investigate the following objectives: The study aims to investigate the role of Shanghai Fashion Week in the promotion and development of clothing culture and creative industry clusters and how it enhances the influence of clothing culture and the competitiveness of creative industry clusters. The interest of all parties and an effective governance model can be adopted by the coordination of the government. The research also aims to investigate how the local municipal government of Shanghai formulates and implements economic development strategies by promoting Shanghai Fashion Week and coordinating relationships among government departments, industry associations, and enterprises. What specific measures has the Shanghai Municipal Government implemented to promote Shanghai Fashion Week, what challenges have been encountered during the implementation process, and how will these policies promote the development of clothing culture and the creative industry cluster? Finally, by examining the relevance of Shanghai Fashion Week, this research will unveil its enormous influence on the global fashion industry. This research is intended to shed light on the ways in which this impressive occasion influences market patterns, boosts financial dynamism, and promotes meaningful cultural interaction. In the rapidly changing fashion industry, this research aims to investigate the revolutionary potential of Shanghai Fashion Week and reflect its core characteristics and dynamic cultural and economic forces. Last but not least, by examining the legislative initiatives implanted by the local municipal government to support and grow Shanghai Fashion Week, this research will provide an insight into the economic growth plan, promote innovations, draw foreign capital, and assist in providing talent and infrastructure for the development of the creative fashion industry cluster.

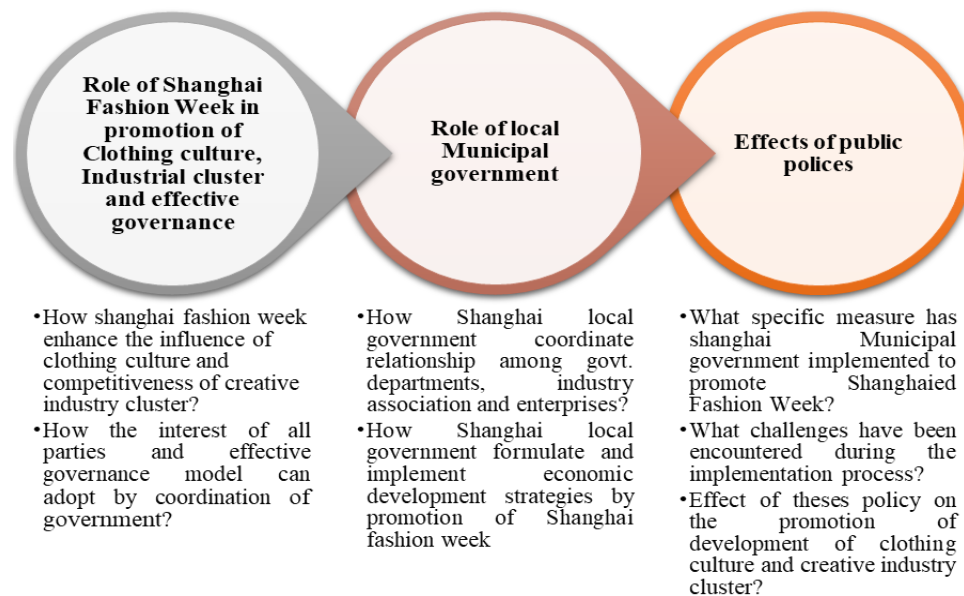


Figure 1: Theoretical framework of study

2. LITERATURE REVIEW

2.1 Role of Shanghai Fashion Week and in Promotion of Clothing Culture, Industrial Cluster, and Effective Governance Model.

Since the beginning of the 21st century, the term "cultural and creative industries" has become increasingly popular throughout the world as a post-industrial strategy for social and economic restoration. UNESCO has been the primary force behind the advancement of both tangible (building places, equipment, textiles, etc.) and intangible (music, lyrics, storytelling, etc.) cultural treasures for the development of culture and the creative sectors. Support for intangible cultural assets and the expansion of the creative industries are primarily driven by two causes. First, the establishment's historical foundations and cultural identities are crucial for shaping the reputation of the town and its inhabitants; second, the city of the third phase, which is a digital economy driven by information (Ma, 2022).

2.1.1 Shanghai Fashion Week and Clothing Culture

Given that international fashion weeks are the most renowned and significant platform for designers and businesses to present their designs for the next season, it's critical to acknowledge the strong connections these events have with the larger fashion industry. For emerging luxurious and top designer firms, Fashion Week is a crucial stage on which to create their worldwide reputations and boost international sales. It also acts as a

catalyst for the host city's ascent to prominence as a fashion capital worldwide (Scott, 2010). Shanghai Fashion Week has grown at an unprecedented rate since its founding in 2001 and is becoming more and more well-known worldwide. One of the cultural characteristics that European fashion observers are noticing is the rise of emerging Chinese artists who are returning to their native country's catwalk after learning in European fashion schools (Miller, 2018). Shanghai's distinctions above those in Western nations are significantly greater. Although the company behind it, Shanghai Textile Holding Group, may sound like a company, the Chinese government truly owns it. As a government-owned firm, they have societal responsibilities in addition to considering their own development. Their objectives are to aid the citizens of Shanghai, create local developers, raise the bar for fashion and the industry's general awareness of it, and increase the general public's comprehension of the subject (Wang, 2020). Many international luxury labels, such as Dior, Giorgio Armani, and Fendi, have introduced new items incorporating traditional Chinese features. China is a nation that consumes the most luxury fashion products; thus, its expanding market will encourage the incorporation of Chinese fashion into the global fashion network and reinforce the West's rising interest in learning about Chinese traditions and customs (Tsui, 2013).

2.1.2 Shanghai Fashion Week and Creative Industry Cluster

The Shanghai municipal government coined the term "creative industries" in 2005 as part of their economic development strategy. Furthermore, at approximately the same time, a number of the city's "creative industry clusters" were officially recognized. The number of these identified clusters rose to about 90 in the subsequent five years. Therefore, it may be claimed that proactively assisting creative industry clusters is necessary for it to adopt the creative industry plan and, as a result, to achieve its objective of being a contemporary, global city. The cluster of creative industries gained attention very rapidly, as a sign of the local government agencies' commitment to this goal and as a potential source of new growth opportunities. By 2012, there were numerous Chinese towns, cities, and even villages that had either built or proposed to build clusters for the creative industries (O'Connor & Gu, 2014). The retail climate in Shanghai has undoubtedly transformed as a result of the government's decision to bring in notable designers and companies; through Shanghai Fashion Week, several prominent international labels have made their China debuts. For instance, Gucci, Ferragamo, Pierre Balmain, Rabanne, Sonia Rykiel, and Trussardi debuted in China on the Shanghai Fashion

Week catwalk. The "Green Fashion" International Clothing & Textile Expo, a significant feature of Shanghai Fashion Week in 2009, filled 50,000 square meters of the Shanghai New International Expo Centre in the Pudong neighborhood of Shanghai, offering one of the biggest trade venues for Chinese and foreign clothing and textile companies (Wu, 2009).

2.2 Role of Local Municipal Government

Clusters of creative industries have been acknowledged as essential components of a more comprehensive place-marketing approach. This claim is ingrained in the cultural perspective with regard to creating places and advertising: Ample proof exists to support the positive effects of culture on citizen trust and city reputation, especially the former, as well as the direct economic influence of cultural tactics. With a collection of buildings that support and promote the offering of cultural and creative offerings and events, as well as by creating a feeling of identity through specially planned or modified spaces, they serve as a hub for cultural and aesthetic activity. By offering specialty markets as fantastic places to stay, work, and play, creative sector clusters help to improve a city's or region's profile and draw in tourists and capital (Zheng, 2011). According to (Evans, 2002), the reasoning behind this uses culture as a "conceptually significant reason" to rebrand and market the city in order to draw in foreign investors, tourists, and employees (Evans, 2002). Shanghai passed laws in 2002 to safeguard structures thought to be emblematic of the city's industrialization, marking a significant milestone toward safeguarding the industrial legacy. Five M50 buildings were spared from destruction in this way. Of course, designers thought that this was just a drop in the bucket, and they kept pushing for legislative safeguards for creative places. They organized themselves into organizations and sought out people's participation as part of their approach. Even though they were disputed, their diligence eventually paid off. They also profited from the government's growing transparency as they gradually understood the opportunities for both branding and the growth of the local economy. As a result, in 2004, during the symposium on Shanghai Creative Industries, M50 and Tianzi Fang were designated as creative and cultural zones by the city administration. In order to coordinate various departments and specialists in the planning and advisory services of creative spaces, the Shanghai Creative Industry Association was founded. Additionally, the association approved and presented the "Outstanding Creative Industry Cluster." As a result, 2004 might be considered a turning point in the

history of Shanghai's artistic venues. Moreover, in 2005, twelve other districts were designated as "Creative Industry Clusters" by the local government (Zielke & Waibel, 2014). In April 2005, a Creative Industries Service Center was established, led by the Shanghai Municipal Economic Commission and the Shanghai Municipal Government. This platform offers a range of services required for the growth of creative industries. Simultaneously, 18 creative manufacturing districts, involving the well-known Tianzifang, were established in Shanghai. Over 800 innovative manufacturing companies from over 30 nations and territories, including the USA and Japan, have drawn to these regions and settled there. These businesses employ over 10,000 people in various fields. The second, third, and fourth sets of creative industrial regions were established in November 2005 and May and November 2006, respectively, bringing the overall number of creative industrial zones to 75 (YOON & RO, 2013). There were 1234 clusters of cultural industries in 2010; by 2014, there were 2506 clusters. The government released a thorough categorization to oversee clusters at many levels, such as the province, city, and so forth. These clusters helped the industries grow quickly and emerge with a variety of traits. Clusters within the Chinese cultural sector has contributed 3025.4 billion RMB to the country's gross domestic product. The number of Chinese Cultural Industries Clusters is continually rising (Yang & Černevičiūtė, 2017).

2.3 Effect of Local Public Policies

China has undergone a number of momentous occurrences that have shaped its culture and its cultural policy. China has experienced significant transformation since its establishment in 1949. The free-market strategy that began in 1979 not only made the country's economy the second largest in the world, but it also brought about many kinds of changes and improvements in its cultural policies. In reality, China's open-door policy is reflected locally in its transformation of cultural policies, which mirrors globalization (Huilin, 2019) (Table 1).

Table 1: Overview of Chines Cultural Plan

Year	National Planning	Purpose
2001	Five-year plan	Development of cultural industries.
2006	11 th five-year plan	Cultural constructions
2012	12 th five-year plan	Construction of public service system for press and publications
2016	13 th five-year plan	Cultural reform and developments

Source: (Huilin, 2019)

It was in this setting that Shanghai initiated the most ambitious creative industries program in Chinese history, marking the first recognition of the potential of culture to have an economic impact. Shanghai had built 80 creative clusters and 15 cultural quarters by the end of 2010. A new vision for the city was unveiled in the Twelfth Five-Year Plan, which called for Shanghai to become an "international cultural metropolis." In line with this goal, a number of other innovative city initiatives were presented as crucial tactics for boosting the city's competitiveness in the global city network. These initiatives included plans to construct additional cultural facilities and host more cultural events (Karvelyte, 2020). Shanghai's municipal people's government estimated that during the late 2000s, the city had significantly boosted its public spending on culture. According to estimates, the city's 2017 budget for the arts and culture was over 5.4 billion yuan (€702 million). This is a roughly four-fold increase from 2007, when the city merely spent 1.4 billion yuan (€180 million) on media, sports, and culture combined. Taipei is the city where the government devotes the most percentage of all city revenues to the arts and culture, despite Shanghai seeing the largest growth in public spending on culture. The Department of Budget, Accounting, and Statistics estimated that the city's expenditures in this domain made up approximately 3.5 percent of the total expenditures made out of the budget for 2017 (Karvelyte, 2020). To support the association of cultural sectors, the Center Government has released a number of new policies related to culture, such as tax cuts, low-profit credit programs, and land regulations. For instance, in 2012, the 17th Communist Party of China Center Committee decided at its 6th meeting to declare China to be a powerful cultural state. The 18th annual meeting of the Communist Party of China Central Committee convened in Beijing in 2013. It made the decision to grow cultural businesses as a niche market. The previous two years have seen cultural firms take leaps forward thanks to these updated regulations. From the standpoint of manufacturing or the industrial chain, cultural businesses are prompted to congregate in a specific location on the map. The government occasionally extends invitations to large corporations based in the cluster. Other smaller and medium-sized enterprises will eventually move into the cluster and grow there. In addition, the cluster consistently offers facilities and offices to businesses that charge extremely low rates for rooms. Additionally, there are other favorable strategies that will assist businesses in significantly reducing costs for cluster members (Yang & Černevičiūtė, 2017).

3. METHODOLOGY

Through an analysis of Shanghai Fashion Week, this study aims to assess the influence of government policies on the development and advancement of clothing culture and the creative industry cluster, as well as economic development plans, and how local government policies will encourage collaboration between departments, address obstacles to policy implementation, and create a successful model for government for boosting the impact of clothing culture and the competitive advantages of creative industry culture, as shown in figure. For this purpose, a qualitative research methodology was applied, as, broadly speaking, it's an in-depth data gathering technique that impacts quality and reliability and has a significant impact on the study's outcomes. Data was collected through semi-structured analysis and evolution of government documents, policy reports, and historical archives, and a study area was selected in Shanghai, as shown in Figure 2. Data was gathered from 15 policymakers. Stakeholders and economists having qualifications from graduation to PhD and falling under the age group of 35–45 holding a 5- to 10-years' experience in their respective fields and education from graduation to PhD to find out their prospective on Shanghai Fashion Week significance and its contribution to national economy and development as shown in the Table 2.

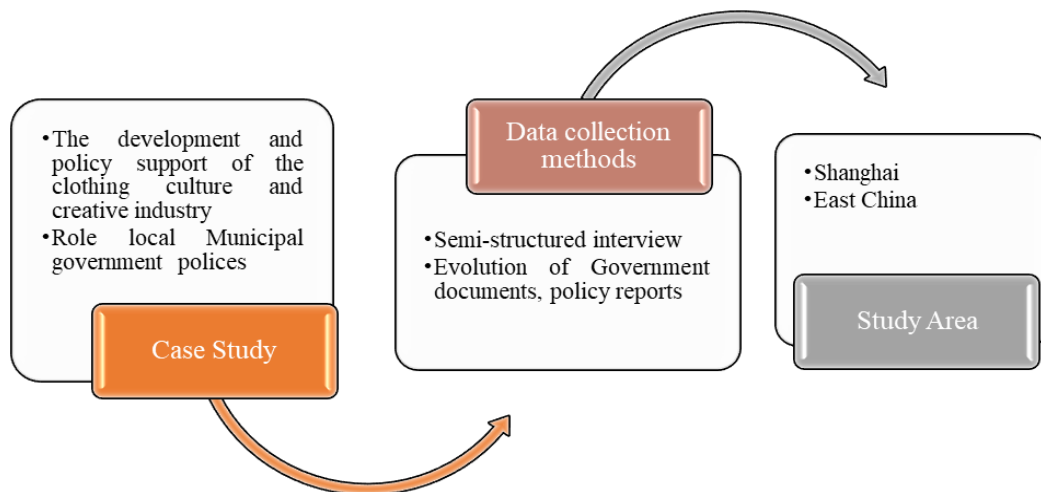


Figure 2: Data Collection Methods

Table 2(a): Demographic Profile of Respondents

Gender	Age	Profession	Geographic	Qualifications
Male	35	Stakeholder	Shanghai	Master
Male	37	Stakeholder	Shanghai	Master
Male	37	Stakeholder	Shanghai	Graduation
Female	36	Stakeholder	Shanghai	Graduation

Table 2(b): Demographic Profile of Respondents

Gender	Age	Profession	Geographic	Qualifications
Female	39	Stakeholder	Shanghai	Master
Male	40	Policymakers	Shanghai	Master
Male	35	policymakers	Shanghai	Master
Male	42	policymakers	Shanghai	PhD.
Female	44	policymakers	Shanghai	Master
Female	45	policymakers	Shanghai	PhD.
Male	36	Economists	Shanghai	PhD
Male	38	Economists	Shanghai	PhD
Male	40	Economists	Shanghai	Master
Female	42	Economists	Shanghai	Master
Female	45	Economists	Shanghai	PhD.

The first phase of the research was based on an exploratory approach. It employed focus groups and interview techniques to provide a background for the quantitative investigation methods for the exploration of the growth and policy support of Shanghai's clothing culture and creative industry cluster from the perspective of Shanghai Fashion Week. For the collection of information, an interview protocol was designed, and semi-structured interview techniques were applied to gather data. The participant was given open-ended interview questions along with follow-up probe questions to explain their perspective on Shanghai Fashion Week and its implications for economic advancement and promotion of clothing culture and the creative industry cluster, as shown in Table 3. A semi-structured interview is generally considered an easy data collection method. Semi-structured interviews are standardized, flexible, unique, and personal, based on open-ended questions.

The use of a semi-structured interview is preferred over a standardized interview because it allows the interviewer to explore the opinions and ideas of the interviewees as well as probe deeper into their answers for additional information and clarification, especially when dealing with complex or sensitive subject matter. While interviewers are at liberty to change the words used in the questions, they cannot alter the meaning of the questions since words can have different meanings for different respondents (Naz et al., 2022). In accordance with informed authorization, convenience, cultural norms, and ethical considerations, in-person interviews were conducted with 15 participants for thirty minutes per interview. Participants talked about their opinions, worries, and experiences on Shanghai Fashion Week for promotion and policy measures of clothing culture and development of the creative industry cluster and

their possible impacts on economic sustainability.

Table 3: Interview Protocol

Clothing Culture, Industrial Cluster and Effective Governance	How Shanghai Fashion Week Enhance the Influence of Clothing Culture and Competitiveness of Creative Industry Cluster?
	How the interest of all parties and effective governance model can adopt by coordination of government?
Role of Local Governance	How Shanghai local government formulate and implement economic development strategies by promotion of Shanghai fashion week?
	How Shanghai local government coordinate relationship among govt. departments, industry association and enterprises?
Effect of Policies	What specific measures has the Shanghai Municipal Government implemented to promote Fashion week and its associated industries?
	How these policy are by the Shanghai Municipal Government and what challenges have been encountered during the implementation process?
	Effect of these policy on the promotion of development of clothing culture and creative industry cluster?

Table 4 presents the results of this research data examination using the analysis of themes. Using this method, the information on the viewpoints, concepts, feelings, and other descriptive expressions of the respondents was meticulously investigated. Thematic analysis is the process of identifying, analyzing, and reporting patterns (themes) within data. It is defined as a descriptive technique that smoothly integrates with different data analysis techniques by reducing the data in a flexible manner. Because this data analysis method may handle a wide range of research issues and themes, it is widely used. While permitting freedom and interpretation in the data analysis process, thematic analysis of open-ended survey responses or transcribed interview replies can explore the environment of teaching and learning at a depth that is not possible with quantitative analysis (Castleberry & Nolen, 2018). The process of thematic analysis may entail deductive or inductive code identification in the data. Liamputtong and Ezzy state that the process of thematic analysis entails carefully examining transcribed material in order to identify themes. Unlike the deductive approach of content analysis, the inductive methodology develops hypotheses and theories based on the evidence (Rosairo, 2023). This type of thematic analysis is characterized by its flexibility, not just theoretically but also with regard to the research topic, sample size and composition, data collection strategy, and approaches to meaning development. TA can be used to analyze both big and small datasets, including homogeneous and

heterogeneous samples, case studies with 1-2 participants, and large interview studies with 60 or more people (Braun & Clarke, 2012). The six basic steps of a thematic analysis process are as follows: To become comfortable with the data that was collected, it was thoroughly read and re-read in the first step. Initial concepts were created about the development and policy support of Shanghai's clothing culture and creative industry cluster from the perspective of Shanghai Fashion Week in order to produce codes that would aid in the discovery of likely themes in the data. Codes were created using the retrieved data in the second stage. Textual data fragments, as well as audio and video segments, can be coded. Codes were created based on the growth and policy support of Shanghai's clothing culture and creative industry cluster from the perspective of Shanghai Fashion Week in a methodical and more organic way through determining the concepts and topics in the data. Finding themes is the third phase. The prevailing concepts and topic subjects within the corpus of study data are known as themes. By combining the outcomes of the coding procedure, themes were discovered. Themes are distinct from codes in that they are instantaneously correlated with the study objectives and identify trends in the findings rather than just topics. After the themes were established, it was determined whether or not a contextual map of the themes aligned with the study's conceptual structure and whether or not these themes adequately explained the coded extracted data. Themes were categorized and further defined in the fifth step. A thorough summary of the codes and themes, essential ideas, and conclusions drawn from the data, as well as any additional realities discovered throughout the study, was completed in the final stage and written up comprehensively.

Table 4: Thematic Analysis

Steps	Description
Data Extraction	Data was collected by semi structured interview on the development and policy support of the clothing culture and creative industry cluster from the perspective of Shanghai Fashion Week and it was thoroughly examined for the development of initial ideas and thoughts in the first step.
Initial Code Generations	Codes were generated to identify the ideas from the video and audio clips that were captured during the interview on the development and policy support of the clothing culture and creative industry cluster from the perspective of Shanghai Fashion Week in the second step.
Themes Evaluations	Clear themes were evaluated by the codes on the development and policy support of the clothing culture and creative industry cluster from the perspective of Shanghai Fashion in the third step.
Reporting	Conclusion drawn out from the data by analysis of selected extract and produce a short report of analysis in the last stage.

4. FINDINGS

The qualitative research was conducted on the development and policy support of the clothing culture and creative industry cluster in Shanghai from the perspective of Shanghai Fashion Week to provide a comprehensive understanding and prospective of stakeholders, economist, and policy makers. Many important topics that shed light on the intricate interactions between Shanghai Fashion Week's influence on clothing culture, the competitiveness of the creative sector cluster, and the role of the local municipal government in promotion were identified through in-depth interviews and thematic coding. Shanghai Fashion Week's adaptation and development, as well as policy actions to address the difficulties in putting governmental policies into practice for the event's growth.

4.1 Role of Shanghai Fashion Week and in Promotion of Clothing Culture, Industrial Cluster, and Effective Governance Model

Due to the Shanghai Fashion Week event arrangement, the perspectives of stakeholders, including fashion brands, fashion designers, retailers and buyers, media and influencers, and politicians, were documented regarding the impact of clothing culture and the competitiveness of the creative sector cluster. Shanghai Fashion Week, according to brand designers, gives aspiring fashion designers a stage on which to present their collections. This exposure aids in bringing Chinese apparel and fashion to the international market. The event usually mixes elements of traditional Chinese dress with contemporary apparel, promoting a clear blending of cultural history. This event provides designers with a platform to test out new, creative concepts and styles, furthering the advancement of garment culture. This event offers opportunities for attractions for designers, producers, and retailers, so promoting patronage strengthens the fashion industry's atmosphere. This conversation could lead to new partnerships and business ventures. The fashion brands claim that by taking part in Shanghai Fashion Week, they may increase their market share, attract investors, and expand their clientele. The cultural influence of brands will increase and foster customer loyalty to the business. Buildings and a favorable regularity framework are necessary for us to grow our business. Partnerships between the public and commercial sectors may boost creativity and competition. Retailers and buyers claim that Shanghai Fashion Week will enable them to stay competitive by providing them with access to fresh and distinctive collections while also meeting the demands of fashion-forward consumers. They can also get information from it about future developments and buyer habits. Having a productive way to connect

with new designers and businesses is essential. The government can assist with this by putting up effective trade shows and matching initiatives. The media and influencers predict that Shanghai Fashion Week will become more significant due to their exposure, impact, opportunities for material creation, and increased engagement. They also build relationships with designers and companies, which grants them first choice for interviews, events, and collaborations. We need to have access to interesting events and information in order to maintain our audience's interest. One way that the government can help is by putting in place a plan for media partnerships, whereby it collaborates with major news organizations and influential media to ensure widespread exposure and opportunities for producing exclusive content during Shanghai Fashion Week. Economists claim that Shanghai Fashion Week boosts the economy in areas other than the fashion industry. Increased tourism revenue at local eateries, lodging facilities, and attractions contributes significantly to Shanghai's GDP. Shanghai Fashion Week presents Chinese design and fashion to a global public, providing a forum for intercultural engagement. China gains more influence and stature in the international fashion scene with its cultural diplomacy. Collaboration and engagement boost output and streamline the supply chain during Shanghai Fashion Week. This addition makes Shanghai a major center for fashion, which intensifies competitiveness throughout the entire creative sector cluster. The legislators claim that because Shanghai Fashion Week fosters local innovation and attracts international talent, it is a crucial component of our city's budget. It contributes significantly to our goal of being the leading global hub for fashion by fostering both income generation and its cultural influence. It showcases the best of Chinese fashion, helping local businesses expand into new markets and get more recognition overseas. This strengthens our business partnerships and puts our creative industry in a better competitive position. Shanghai Fashion Week is a major draw for tourists and significantly strengthens the local economy. Furthermore, it offers a forum for intercultural discussion by showcasing Shanghai's unique modernist and traditional elements. By bringing together a variety of stakeholders, the event promotes innovation, increases the level of competitiveness in our fashion industry overall, and will be beneficial for the growth of Shanghai's creative industrial cluster.

4.2 Role of Local Municipal Government for Effective Implementation of Economic Development Strategies and Inter Departments Coordination

Stakeholders discuss the implementation of policy measures for efficient interdepartmental coordination and economic development initiatives

related to Shanghai Fashion Week. The fashion designers contend that for Shanghai Fashion Week to function as a significant economic catalyst, the government ought to provide resources and financial support to emerging designers. This includes places for presenting their works to a worldwide public as well as funding for publicity and involvement. Government agencies, industry associations, and companies must work together to create opportunities for designers and streamline aid programs. For the purpose of addressing issues and maximizing possibilities, we require open lines of communication and a cohesive strategy. According to the fashion brands, Shanghai Fashion Week has the potential to significantly increase our market share and draw in investment. The government must arrange networking events and offer financial incentives to encourage participation from both domestic and foreign firms. To deal with concerns and possibilities facing the whole industry, we require a structure that enables us to cooperate with government agencies and industry organizations. Retailers claim that Shanghai Fashion Week is an excellent resource for learning about cutting-edge products and styles. The government should support the organization of trade shows and events that bring together shops, designers, and brands. Cooperation between government offices and business associations is necessary to provide lines of communication with fashion labels and grant access to new merchandise. The media and influencers believe that in order to maximize the effects of Shanghai Fashion Week, the government ought to permit broadcasting and provide special access to events. To effectively report on the most recent developments, we require an integrated exchange of knowledge and accessibility from business and government groups. Increase visibility and involvement by implementing a well-thought-out media relations plan. Economists' opinions on Shanghai Fashion Week and the role of local government in economic strategies state that in order to fully realize the economic benefits of the event, the government should focus on policies that encourage the growth of new businesses and the efficiency of the market. Promoting international trade and supporting local fashion businesses are crucial. Shanghai Fashion Week offers several opportunities to diversify one's sources of income. By taking advantage of the occasion to support various industries, such as trade, hospitality, and tourism, the government can benefit economically more. Innovation is necessary if Shanghai's fashion industry is to continue to be lucrative. The government should promote technological advancements and industrial innovation through partnerships and targeted capital investment. Regarding

interdepartmental coordination, the economists stated that good cooperation can lead to a decrease in transaction costs and an improvement in market efficacy. The government should promote cooperation by offering clear directives and channels for support. A well-planned approach can stimulate creativity as well as financial variety. By bringing many stakeholders together, the government can create an environment in the economy that is both more dynamic and efficient. To foster innovation and maintain competitiveness, government collaboration with industry and academic institutions is crucial. Collaboration may drive advancements in technology as well as economic growth. Policymakers also offered their perspectives on the strategic economic plans pertaining to the Shanghai Fashion Week organization. They stated that the event functions as a strategic instrument to encourage economic growth. By incorporating it into our bigger economic plan, we can promote capital, stimulate tourism, and improve our city's reputation internationally. For Shanghai Fashion Week to have the greatest financial impact, we need to focus on business expansion and trade promotion.

If local brands are bolstered and a favorable business environment is established, they will have the ability to compete on a global scale. Shanghai Fashion Week should be used to promote cultural tourism and increase the city's allure as a travel destination. Incorporating fashion into cultural events will enhance the offerings we provide tourists. Regarding interdepartmental coordination for smooth policy implementation, authorities stated that effective cooperation is essential to maximizing the benefits of Shanghai Fashion Week and other economic ventures. It is necessary to have a plan of action that ensures coordination and collaboration between all stakeholders. To encourage corporate activity and support local fashion enterprises, the government must collaborate with trade associations and establish clear laws. Cooperation between corporate and government stakeholders for a shared commitment is advantageous for cultural and tourist endeavors. We can better promote events and encourage travel if we employ a coordinated strategy. Industry partnerships are critical to bridging the communication gap that exists between designers, brands, and the government. To effectively address industry issues and advocate for support, we need coordinated collaboration. The fashion industry needs efficient coordination between government agencies and manufacturing stakeholders to reap the benefits of technological advancements. We need to collaborate if we want to foster creativity.

4.3 Effect of Local Public Policies for Promotion and Development of Creative Industrial Cluster

4.3.1 Policy Measures

Stakeholders discuss the policy measures that the government must adopt for the successful development of the creative industrial cluster in the context of Shanghai Fashion Week, with an emphasis on the execution and impact of these policies on the promotion and development of the event. The fashion designers expressed their opinion that the government ought to provide grants and subsidies to aspiring designers, as well as venues for their imaginative creations to be displayed. These steps significantly reduce the expense load for designers while simultaneously giving them crucial publicity. Constant support in the form of targeted funding and exhibition opportunities is necessary to foster local talent. Fashion brands stated that in order for them to participate in Shanghai Fashion Week and boost brand involvement as well as their exposure, global reach, and business opportunities, the government should offer tax breaks and market access efforts. Retailers stated that trade exhibits and logistical support are very valuable to them. They facilitate connections between consumers and young designers and expedite the process of acquiring knowledge about new products and innovations. According to the media and influencers, media coverage and marketing efforts significantly boost attendance and publicity for the event. These actions assist in gaining extensive media coverage and attracting a global audience. Economists also discuss their perspectives on the policy measures for Shanghai Fashion Week's improvement and growth as a means of supporting the city's creative industrial cluster and apparel culture. According to their statement, studies on the financial effects of Shanghai Fashion Week provide valuable insights into its benefits and facilitate the formulation of sound policies. Supporting innovation is what drives industrial growth and competitiveness. The fashion industry needs to be supported, and this requires corporate expansion and international trade initiatives. They facilitate the growth and entry of local businesses into global markets. Establishing academic cooperation and using Shanghai Fashion Week to shift economic sectors can lead to innovation and greater financial rewards. Innovation grants and technology displays propel the fashion industry and help tech-based fashion solutions develop. In their thoughts, policymakers stated that infrastructure funding and strategic planning are essential to the growth of Shanghai Fashion Week. The occasion should be consistent with our main objectives and provide each and every contributor with an unforgettable experience. Trade assistance

and corporate incentives are crucial for increasing the contribution and market penetration of local fashion enterprises. By combining Shanghai Fashion Week with cultural events and promoting the city as a travel destination, the reputation of Shanghai is enhanced, and economic benefits from tourism are boosted. In order to support designers in their pursuits and maximize the relevance of Shanghai Fashion Week, financing programs and effective event coordination are crucial. To foster technological advancements and accelerate company development, centers for innovation and incentives for technological advancement are crucial. They ensure Shanghai's sustained dominance in fashion-related technical innovation.

Table 5: Summary of Policy Measures

Policy Measures	Description
Monetary Backing	Subsidies, grants, tax breaks for business and technology venture of Shanghai Week creators
Infrastructural Investment	Funds for the improvement of event consequences by paying for venue, services, and logistical assistances.
Market Entrée	Initiatives to support global trade and market growth for regional creative industries.
Cultural Incorporation	Programs that combine Shanghai Fashion Week with cultural activities and tourism advertisement.
Innovation Funding	funds and initiatives to promote studies regarding design and technology.

4.3.2 Challenges

Speaking about the challenges of correctly putting these policies into practice, stakeholders voice their worries and obstacles and urge the government to act decisively to guarantee that public policies are carried out. While financial support is vital, brand designers have found that managing the paperwork can be extremely onerous. If fair access to incentives was ensured and the application process was made easier, these laws would be more productive. Fashion businesses stated that while tax credits and market entrance policies are beneficial, there should be as minimal bureaucracy as possible. More targeted support for market penetration might also be beneficial for these initiatives. Retailers expressed similar concerns, stating that while trade exhibits and logistical support are vital, more planning and communication are needed to ensure maximum participation. According to media and influencers, publicity campaigns and media access are beneficial, but they may be more effective if access is better managed and engagement data is more openly disclosed. Economists acknowledge the challenges and advise the government to

concentrate on effective remedies, noting that trade barriers must be removed and program inclusivity must be improved in order for trade and business growth policies to be successful. Academic variety and collaboration are important, but they also depend on effective sector integration and sufficient funding for research. While coordinated efforts and partnerships between the public and private sectors are crucial, their effectiveness can only be fully realized with more coordination and coherence. Technology advancement depends on innovation funds and displays, but its viability will also rely on fair distribution and impactful presentations.

Table 6: Summary of Challenges

Challenges	Description
Managerial Complication	Refine the application procedure for loans and subsidies.
Coordination Problems	Ensure effective management among departments, stakeholders, and fashion event
Resource Administration	Efficient economical distribution and administration of assents and money.
Trade Obstacle and Market Diffusion	Promote market entry and prevalence over global rivalry.
Innovation Implementation	Prompting the adoption of new technologies and environment-friendly procedure for clothing manufacture.

4.3.3 Impact

When it comes to the ways that public policies related to Shanghai Fashion Week impact the expansion of the industrial cluster and the participants in the clothing industry, economists, policymakers, and stakeholders all have different points of view. According to fashion designers, we have increased our visibility and opportunities to showcase our work to a worldwide audience. The supportive atmosphere fosters innovation and design discovery as stated by the authors (Barron, 2021) that Tam was a female designer who was invited, along with fifteen other female artists, to present their artworks for the One Belt, One Road project. For the 2016 One Belt, One Road Visual Arts show, she created and manufactured a tapestry with inspiration from the Silk Road and her work was also featured in famous Shanghai Tang fashion brand. Participating in Shanghai Fashion Week, according to a fashion brand, boosts brand recognition and awareness in the international marketplace. Businesses can engage with a larger audience and attract more customers by using this platform. Retailers said that because they have early access to emerging trends, people choose the current variety. The excitement around

Shanghai Fashion Week can boost sales and foot traffic, particularly at establishments that showcase prominent brands and innovators. Media and influencers stated that advertising campaigns and media coverage greatly increase the event's exposure and participation. These steps aid in securing comprehensive publicity and drawing in a worldwide audience as stated by the author (Varini, 2019) that Fashion print media, especially among youngsters who began to embrace fashion with great excitement, performed an extremely important part in the transition from the tight homogeneity and rigidity of the Mao era to the acceptance of novel designs following reforms. Economists also offered their opinions on the policies affecting Shanghai Fashion Week, stating that the policies have encouraged innovators to incorporate traditional Chinese elements into their works, preserve traditional cultural legacies, and foster creativity all at the same time. The creative sector will grow as a result of government efforts to provide financial support, including tariff reductions and allowances for enterprises and creators to participate. They claimed that these plans assist in the training of certified professionals who advance the development of fashion culture and emphasized the importance of laws supporting coaching and educational activities in the fashion sector as stated by the author (Lindgren, 2015) that Chinese students who have traveled to major fashion cities such as London in order to receive degrees from highly esteemed colleges when they return home they will be in an exceptional position to use their newly acquired internationally benchmarked expertise to establish brands in their own home market and take part in global fashion week events. The significance of these rules is further explained by the policymakers, who also mention that when funds and other incentives are provided for projects that advance Chinese fashion culture, more artists will be motivated to investigate and showcase the roots of their culture. This attracts tourists and interest in our fashion sector from across the world, in addition to promoting a sense of national passion. Furthermore, by investing in state-of-the-art infrastructure and fashion hotspots, this will create an environment that supports the success of creators, manufacturers, and retailers. by providing financial incentives and green accreditations to companies that adopt environmentally friendly practices. Shanghai consequently establishes itself as a leader in environmentally conscious fashion, luring businesses and clients who value sustainability and bolstering the creative industry cluster. As stated by the Kulsum that 2019 was year of sustainability Environmentally conscious "Sustainable Fashion" is one of the developments that is expected to gain popularity this decade (Kulsum, 2020). The goal of this initiative is to change the fashion

sector's viewpoint regarding the environment by reducing the quantity of waste it produces on Earth. Shanghai Fashion Week will also have a tourism promotion policy as a main feature, highlighting the distinctive fusion of modern and traditional Chinese designs. This promotes dress culture internationally and reflects the objectives of tourists who are interested in history and fashion as stated by Farsani & Jamshidi After being mostly neglected for a while, traditional fashion tourism has reappeared in marketplace and is based on sustainability (Farsani & Jamshidi, 2021). This style of clothing draws inspiration from traditional patterns and materials. traditional fashion tourism also aims to revitalize cultural elements and generates business opportunities for employees, particularly for women with expertise in ancient crafts and arts.

Table 7: Summary of Impact of Policies

Impact	Description
Financial Incentives	Inspire fashion inventers to display and promote more Chines clothing and traditional culture
Sustainable Fashion Tourism	Encourage environmental conscious production, and increase reputation of Shanghai as eco-friendly country
Integration	Increase publicity and economic impacts, luring travelers interested in culture and fashion
Fashion Literacy Programs	Foster the awareness of significance of cultural distinctiveness, boost the skills and produce more talented professional.
Infrastructures Fundings	Creation of fashion centers, and cutting-edge services will promote teamwork and innovation

5. DISCUSSION

The purpose of the study was to investigate how Shanghai Fashion Week affects the growth of the creative sector cluster and the culture of apparel. Views regarding the potential, significance, and policy implications for the promotion, adaptation, and expansion of this event were exchanged by a variety of stakeholders, policymakers, and economists. It was discovered that advancing the fashion industry through policies, rules, and programs—such as financing, constructing facilities, and creating an environment that supports the success of this event—can result in an efficient governance model. In order for businesses and the government to work together directly on projects like technical advancements, international trade shows, and promotional activities, the government should foster collaboration between the public and private sectors. For this

purpose, the government can establish a government-managed, consolidated online marketplace that links consumers and retailers with manufacturers and designers and offers up-to-date information on forthcoming fashions and collections. The government must support technological innovations and ecologically friendly practices in the fashion industry by providing subsidies and backing legislation. A centralized coordinating mechanism can help to decrease inefficiencies and facilitate international trade. The government should encourage international cooperation and accelerate export processes for fashion companies. If the fashion industry flourishes, Shanghai's economy may become more diverse, and job opportunities may rise dramatically. Education and vocational training should be given top priority in government measures to ensure that the workforce has the requisite skills. Shanghai Fashion Week has the ability to significantly boost the region's creative and economic development. In order to enhance the city's appeal as a fashion center, the government should support the development of new infrastructure and cultural initiatives. It is crucial to create an atmosphere that encourages innovation and an entrepreneurial mindset. By organizing social events and providing resources, the government should assist startups and small businesses in the fashion sector. An interagency committee should be established to oversee the integration of policies and measures from other sectors in order to improve Shanghai Fashion Week's effectiveness, create an effective government model to increase this event's influence, and develop uniform backing for the fashion sector. Create a centralized support center for fashion companies to assist with export documentation, trade regulations, and financial incentives, enabling more smooth international trade processes. To attract foreign visitors, collaborate on programs that combine fashion shows with cultural events, tourism campaigns, and the city's intriguing past. Create a committee tasked with interacting with government agencies to ascertain requirements and opportunities and to ensure that the concerns of designers are taken into account during policy formulation. In the end, the growth of the creative industrial cluster and the influence of clothing culture will be boosted by this efficient governance approach.

6. CONCLUSION

The purpose of the study was to investigate how Shanghai Fashion Week affected the growth of the creative industry cluster and the impact of

Chinese fashion culture. The study's findings indicated that participating in Shanghai Fashion Week helps firms gain market share, attract funding, and expand their customer base. It increases adherence to the business and fortifies the brand's cultural influence. Retailers that have access to new and distinctive collections are better equipped to satisfy the demands of fashion-forward consumers and stay competitive. They can also get information from it about potential developments and consumer behavior. Through their contacts with designers and enterprises, media and influencers will have the opportunity to expand through opportunities for material creation and increased engagement, as well as get a first crack at interviews, events, and collaborative projects. The expansion of the economy was brought about by a rise in travel, investments in the fashion sector, and the generation of jobs. Shanghai will have more cultural and economic influence as well as a better opportunity to rule the world fashion market as a result of the conference. By implementing policies like funding infrastructure projects and giving other resources, the Chinese government plays a crucial role in promoting Shanghai Fashion Week and creating an environment that is conducive to the event's achievement. This study offers an effective governance model. Public-private sector cooperation may provide an effective governance model for projects like technological advancements, international trade shows, and promotional campaigns, which in turn promote industrial clusters. Furthermore, research indicates that measures pertaining to monetary influence research and development can provide valuable insights into Shanghai Fashion Week's benefits and facilitate the formulation of sound policy. Supporting innovation is what drives industrial development and efficiency. The fashion industry needs to be supported, and this requires corporate expansion and international trade initiatives. The policy for promoting tourism will be a focal point of Shanghai Fashion Week, showcasing the unique blend of contemporary and traditional Chinese styles. This reflects the goals of tourists who are drawn to fashion and history, promoting dress culture globally. In summary, the study recommended policies that will support the growth of Shanghai Fashion Week, the development of an industrial cluster, and the influence of cultural clothing, including monetary incentives for environmentally friendly clothing, tourism emancipation infrastructure funding, public and private relationships, and effective departmental collaboration by the Chinese local municipal government.

7. IMPLEMENTATIONS

Theoretical Implications: Shanghai Fashion Week is viewed as a hybrid

of a major international fashion week and a large-scale festival celebration, setting it apart from the traditional and accepted "Big Four" fashion weeks supported by London and Paris Fashion Week both methodically and culturally. Shanghai Fashion Week's administrators have been effective in making the cultural celebration beneficial to the general public through a variety of initiatives, including increasing the range of public events and working with nearby educational organizations and business associations to increase the event's impact.

In order to improve Shanghai Fashion Week's links with other segments of the local business community, rather than just being an autonomous fashion and cultural incident that aims to gain recognition worldwide, this research will be helpful for research between the industry and universities. Practice implications: Stakeholders (brands, fashion designers and retailers, academic scholars studying fashion design) would find this investigation useful in understanding the importance of Shanghai Fashion Week and policies for the growth of the creative industries cluster. They can learn about policy efforts that support the growth of industrial clusters and Shanghai Fashion Week.

8. LIMITATIONS AND FUTURE CONTRIBUTIONS

Because the study's sample size was limited to 15, it was small and homogeneous and failed to fairly represent the larger population. Future research should employ larger and more varied population samples to enhance the generalizability of the findings. Furthermore, the discussion is restricted to policies that the municipal government has started to promote the growth of industrial clusters. Subsequent studies can focus on sustainable policy initiatives in particular.

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