1. About new consumption

What is new consumption?

There is not a unified definition on new consumption. In a narrow sense, “new consumption” refers to new consumption behaviors driven by new business modes characterized by new technologies such as digital technology and online and offline integration, and new consumption relationships based on social network and new media. Because it has features such as increment and upgrading, in nature “new consumption” is the goal that all retail companies should go after.

New consumption at the current stage possesses the following three features:

* + - 1. Addictive consumption

Examples: make-up blindbox Boxycharm, level upgrading in games.

* + - 1. High cost performance

Example: The hundred-yuan clothes brand Zara can compete with those whose clothing is ten times of its price in quality

Tim Hortons’ whose slogan is “let everyone enjoy delicious coffee and baked deserts”.

* + - 1. fast and simple

Our new consumption mode：

DeFi+ NFT+Metaverse

DeFi means decentralized finance. Generally speaking, it refers to the bank in the virtual world. The year 2020 is the year of DeFi, but still DeFi is indispensable in the year 2021, because the trading of NFT artworks requires DeFi technology, so does Metaverse.

The macro industrial chain from production to consumption is enclosed in Metaverse. In an enclosed industrial chain, monetary phenomenon will appear and banks are necessary.