September 8th, 2019 New York- the 4th“NYFW: Macalline China Day” hosted by SUNTCHI along with NYFW: The Shows will land in New York Fashion Week. Followed by the past seasons’ concepts of “China Cool”, “WOMEN POWER”, “YOUTH MADE CHINA”, the fourth season of China Day is themed as “70/40” on the official New York Fashion Week Calendar

Featuring leading children sportswear brand anta kids, China’s leading business fashion brand LILY, and independent designer label XU ZHI, China Day attracts celebrities and bloggers from worldwide to join the show. SLI supported China Day to pitch media interview, gain media exposure, and attract engagements on social media.

As a result, we have achieved exposure from top-tier fashion and business media, including Shanghai Daily, Harper's BAZAAR, Grazia, Leon, etc. Meanwhile, the Weibo hashtag #China Day gained more 21 million page view.