

Now the world can't underestimate the huge demand for luxury goods from Chinese consumers. Actually, it is estimated that Chinese shoppers will soon account for more than 30% of the global luxury market, which show their enormous zest for and great capacity to buy luxury goods. We can't overlook this trend, which can be treated as a snapshot of the rapid development of Chinese Economy. Indeed, since the reforming and opening, the purchasing power of Chinese consumers enhance rapidly, which allow them to buy so much luxury goods. So, should we treat this fever as a totally success of Chinese dream and start to celebrate? Let's take a second thought. Why Chinese consumers get crazy about luxury goods? Do they really need the luxury goods? Or maybe they just want to show off the wealth to prove their self-esteem? These rich men, they struggle years to overcome the living problems, and finally get success, but at the meanwhile they get lost in success. Lost in the meaning of success, lost in how to use their wealth meaningfully. Actually, there are plenty of ways to use their money meaningfully: travelling around the world, donating money to charity, supporting some start-up companies... But the hard years make them become materialistic, and finally lead to a worship of luxury goods. At the meanwhile, when people start to show off to their friends by buying luxury goods, their friend might follow them. In this way, the worship of luxury goods, spread rapidly. What's more, the worship of luxury goods will mislead and distort people's value of the society, increase the psychological imbalance of low-income groups and finally affect the social harmony and stability. We can't ignore the negative effect! We should do something, the government should take measures to restrain this trend! For person, we can reading more literature to consider the meaning of success. And for the government, it can imposed high taxes on the luxury goods, encourage charitable fundrais, and most important, do some change in education. We have been taught why to success and how to success mounts in our education, and now, we should add what to do after success in our education. And I am convinced that if all of us take our measure and have a consideration about the meaning of success, this luxury fever will soon pass, and will lead to a more health society!