



PRESS RELEASE

Charles Tyrwhitt Enters China Market with Kung Fu Data as Exclusive Distribution Partner

Shanghai, China – 20 October 2024 – British menswear brand Charles Tyrwhitt has officially entered the China market, partnering with Kung Fu Data as its exclusive distribution and brand partner. This collaboration marks a significant step for Charles Tyrwhitt, known for its high-quality craftsmanship and exceptional value, as it expands its global presence to meet the growing demand from Chinese consumers.

With a reputation for delivering timeless British style at highly reasonable prices, Charles Tyrwhitt has built a loyal following across the UK, Europe and the US. Now, through this strategic partnership, the brand is poised to bring its signature shirts, tailored suits and refined menswear to China's discerning fashion consumers via leading e-commerce platforms.

"We are incredibly excited to bring Charles Tyrwhitt to China, a market that values both quality and style," said Josh Gardner, CEO of Kung Fu Data. "Chinese consumers are eager for brands that offer premium craftsmanship with great value, and Charles Tyrwhitt embodies that perfectly. We are committed to ensuring a smooth and successful market entry, leveraging our deep expertise in e-commerce and local market insights to establish the brand as a trusted name in China."

This partnership reflects Kung Fu Data's continued success in guiding global brands through the complexities of China's retail landscape, offering end-to-end distribution solutions that drive sustainable growth. By combining Charles Tyrwhitt's heritage of British quality with Kung Fu Data's proven market expertise, the brand is set to build a strong foundation in China and establish long-term success.

About Charles Tyrwhitt

Founded in 1986, Charles Tyrwhitt is a British menswear brand renowned for its high-quality shirts, tailored suits and elegant accessories. With a mission to make it easy for men to dress well, the brand delivers exceptional craftsmanship at remarkable value, offering timeless style to customers worldwide.

About Kung Fu Data

Kung Fu Data is a trusted partner for global brands entering and expanding in the China market. Specializing in e-commerce distribution and brand operations, Kung Fu Data helps international companies navigate China's dynamic retail landscape, ensuring growth, stability and long-term success.

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