



# PRESS RELEASE

## French Fashion Brand Pimkie Enters the China Market with Kung Fu Data as Exclusive Distribution Partner

**Shanghai, China – 18 November 2024** – Trendsetting French fashion brand Pimkie has officially entered the China market, partnering with Kung Fu Data as its exclusive distribution and brand partner. Known for its high-quality and stylish fast fashion collections, Pimkie is set to bring its signature Parisian chic to a new generation of young Chinese consumers.

With a reputation for delivering the latest fashion trends at accessible prices, Pimkie has built a loyal following across Europe. Now, through this strategic partnership, the brand is poised to introduce its ever-evolving collections to China's dynamic fashion market via leading e-commerce platforms.

"We are thrilled to bring Pimkie's fresh and trend-driven collections to Chinese consumers, who have an undeniable passion for fashion," said Josh Gardner, CEO of Kung Fu Data. "Pimkie represents the perfect fusion of quality, affordability, and Parisian style. We are excited to help the brand establish a strong presence in China, ensuring that young fashion lovers have access to the latest trends with the quality and trust they expect."

By combining Pimkie's global fashion expertise with Kung Fu Data's proven success in China's retail landscape, the brand is positioned for long-term growth. This partnership reflects Kung Fu Data's continued commitment to helping international brands navigate and thrive in the competitive China market.

### About Pimkie

Founded in 1971, Pimkie is a leading French fashion brand catering to young, trend-conscious women. Known for its stylish and affordable collections, Pimkie constantly evolves to stay ahead of fashion trends, offering a wide range of apparel, accessories, and footwear for modern, confident women.

### 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.

For media inquiries, please contact:

### Kilee Adams

Corporate Communications Director  
kilee@kungfudata.com

## Kung Fu Data

5th Floor, 8 South Tuofangying Road | Beijing, China 100016  
[www.kungfudata.com](http://www.kungfudata.com) | [www.linkedin.com/company/kung-fu-data](https://www.linkedin.com/company/kung-fu-data)