



Qingdao: Building a maritime city and fashion capital

Qingdao – Reputed as “Oriental Switzerland”, Qingdao is a unique city of fashion and romance with its European style historical context, warm, humid and comfortable marine climate, charming and attractive natural landscape and colorful cultural heritage.

Many Chinese firsts were born in Qingdao: opened the first cinema run by Chinese, put on the first Chinese sound film, the first Chinese city to have automobiles, constructed the first highway in China, produced the first locomotive and bottle of mineral water in China, established the first yacht club in China, and built the first aquarium in Asia.

Here the integration of diversified culture, collision of innovative thoughts and gathering of smart technology construct this vigorous, open-minded, high-quality city of fashion.

During the Lunar New Year of the Pig, there were 2 phenomenal new year celebration films in booking office, namely “The Wandering Earth” and “Crazy Alien”. Qingdao, their common setting place, has become the focus. In 2017, Qingdao was voted by the UNESCO “World City of Film”. As a result, Qingdao will be built into the largest all film and TV industrial chain base in the world.

Fashion is a mode of production as well as a life style. In Qingdao, every year, large-scale events make their appearance one by one including International Fashion Week, International Beer Festival, International Festival for Wind Instruments, International Sailing Week and Marathon in the Sea. They fill the city up with fashion.

The successful hosting of SCO Qingdao Summit makes the gathering of diversified culture, innovative thoughts and smart technology here. Fashion genes in different fields and corners of Qingdao are leaping and constituting this vigorous, open-minded and high-quality city of fashion. (International Daily News, email: idnchina@gmail.com)