



China: ClemenGold® cross-border in "pop-up event", lands in Shanghai gym

On September 14, 2021, a cross-border brand event jointly organized by Frutacloud and Justin&Julie Fitness (hereinafter referred to as J&J Fitness) - "Be the best you are with Clemen" Zumba Dance Party, sparked an enthusiastic collision at the J&J Fitness flagship store on Hanzhong Road in Shanghai.



Brand crossover represents a fusion of lifestyle and attitude towards life.

As one of Shanghai's top high-end group exercises and fitness studios, J&J Fitness currently has 10 beautiful, small and sophisticated flagship stores in Shanghai with more than 50,000 members. The courses are based on mainstream popular IPs such as Lesmills, ZUMBA, and self-developed courses.



To provide white-collar employees with a healthy and fashionable high-quality lifestyle. Fashion, youth, health, happiness, and passion are the essence of J&J Fitness's brand. This has a high degree of matching with ClemenGold® brand genes and target users.



ClemenGold® is a brand exclusively sold by Core. It has strict selection standards and industry standards. It is a star brand in the European and Chinese markets. It is very suitable for high-end consumer groups such as fashionable white-collar employees who look for a healthier lifestyle and understand how to enjoy life.



Frutacloud also prepared ClemenGold® sports souvenirs for every fitness enthusiast who participated in the Zumba dance party on that day. Participants could experience and taste ClemenGold® on site.



ClemenGold®, which is almost seedless, with a moderate ratio of sweet and sour, and almost effortless in peeling, has successfully left a deep impression in the hearts of every participant of the event. After eating, everyone said that they remembered the name and this drop-shaped logo!



As the brand distributor of ClemenGold®, Frutacloud believes that the cross-border cooperation of "Be the best you are with Clemen" Zumba dance party is a new attempt to promote the ClemenGold® brand.

ClemenGold® is undoubtedly a good product. We not only look forward to bringing it to more Chinese consumers, we also look forward to working with ClemenGold® to shape its brand power in the Chinese market!

Source: Frutacloud (<https://mp.weixin.qq.com/s/BkivqB3AUOGTrNz1nkXufw>)

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