

Shanghai Summer 2025: Showcasing 300+ Curated Events That Redefine International Consumption

Shanghai's city-wide summer program blends immersive art, global IPs, and travel services to attract inbound visitors and promote lifestyle-led spending.

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/EINPresswire.com/ -- From immersive pop-ups and global festivals to record-breaking tax-free shopping, Shanghai's city-wide 2025 "[Shanghai Summer](#)" International Consumption Season is more than just a retail campaign — it's a vibrant, evolving celebration of urban living designed to captivate both domestic and international visitors.



Running from early July through mid-October, the season features nearly 300 branded cultural, lifestyle, and retail events. This year, the program is more global, more accessible, and more immersive than ever.

A Season of Curated Experiences

Shanghai's lineup goes beyond typical festivals. The 18 city customized events feel like a global cultural calendar, combining blockbuster brand partnerships with local flair. Highlights include Disney's "Let's Keep It Real" campaign, transforming multiple malls with Mickey Mouse installations, themed pools, pet parks, and pop-ups featuring beloved characters from Frozen and Toy Story. China's cult toy brand Pop Mart brings immersive exhibitions from Skullpanda to Molly, turning shopping centers into fantastical worlds.

Art enthusiasts are drawn to world premieres like Van Cleef & Arpels' "Poetry of Time" exhibition at West Bund Dome, which blends haute horlogerie with interactive storytelling. Meanwhile, the David Hockney immersive show, "Amazing Zhulong", a 3D dragon spectacle, and a major architecture retrospective titled Building Shanghai offer deeper cultural layers. Nighttime brings

romance with the Star of Shanghai x Orsay Cruise, a collaboration with the Museum of Art Pudong and Paris' Musée d'Orsay, where guests enjoy a curated light and sound journey along the Huangpu River.

Shanghai's Growing Global Appeal

Since the 2024 launch, Shanghai has seen international arrivals rise over 40%, with foreign card spending up 60%, and tax-free refunds soaring 28 times in early 2025. This reflects stronger visitor engagement and a seamless shopping experience.

Shanghai remains a city of "firsts," adding 1,269 new stores in 2024, including 14 global flagships. This summer, it hosts the first-ever LEGO® World Play Day globally and opened the world's largest LEGOLAND park. The city also welcomes the World Rowing Championships for the first time in China, attracting over 1,000 athletes from 60 countries. Shanghai's consumer density and infrastructure make it a key hub for retail and tourism innovation.

Lifestyle with Character

Shanghai's consumption strategy goes beyond numbers and sales — it's about personality and storytelling.

The city embraces themed events that appeal to diverse interests: pop-up music festivals, esports tournaments, designer toy exhibitions, anime marathons, luxury watch showcases, and cross-border shopping carnivals. The Shanghai International Anime Month consolidates major IP events like CCG Expo, Bilibili World, and ChinaJoy into a ticketed "economy" model that drives foot traffic, media buzz, and fan engagement.

These are not just festivals — they are immersive lifestyle moments that reflect Shanghai's global curiosity and urban sophistication.

Shanghai is showing the world how cities can innovate to engage consumers meaningfully — not just selling products, but creating experiences that inspire loyalty, discovery, and belonging.

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