

HEALTHCARE

## Why Chinese women are embracing “chillax”

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*#Chillax is becoming an ideal life attitude for China's younger generations, giving rise to the effortless fashion trend. Image credit: Lily*

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Consumers are in the mood to chill. And with the stressors of the last few years, and continuing pandemic lockdowns in China, who can blame them?

A new trend and expression is going viral on social media: , pronounced "Song Chi Gan" which roughly translates to "chillax," or "sense of ease."

The related hashtag has gained more than 35 million views on Xiaohongshu and 18 million views on Weibo, with some young girls sharing their effortless outfit-of-the-day, dominated by low saturated monochromes, neutrals and loose fits.

Other popular trends such as the [French chic style](#) or even aspects of athleisure are often associated with this term.

Unlike "[let it rot](#) " or "[lying flat](#)" , which have sprung up over the past year in response to hustle culture, chillax, or sense of ease, has actually been around for years.

The recent virality of the concept stems from the experience of Weibo blogger @. She described ease as what she felt when she saw a family who could not check in their luggage because their child's papers were expired react in a calm and unhurried manner. The incident quickly struck a chord with local audiences as these stressful family situations can often be tense and anxiety inducing.

Although sense of ease initially referred to the family environment, it has come to be more broadly used, now describing a comfortable and chill state of mind, not anxious, tense, or hard-pressed.

People chillax as they let nature take its course, and are even ready to accept the worst-case scenario and move on.

Chillaxing has come to be summed up as "accepting everything as it happens," both the good and the bad.

**The Jing Take:** Given the many stressors of life from work and family pressures to unforeseen circumstances it is no wonder why sense of ease has become an ideal attitude and style for today's younger generations.

That said, there are dissenting voices.

Some people hold the view that whilst there is nothing wrong with chillaxing, it is inappropriate to blindly promote this sense of ease to belittle someone who is living a hard life.

Actresses Tang Wei and Shu Qi are considered representatives of chillaxing. Their laidback vibe has impressed fans deeply, leading people to imitate their styles.

It is found that people with a sense of ease dress in an effortless way instead of trying hard to attract attention. To some extent, this can also be translated to the **quiet consumption** of luxury goods, a behavior typically associated with old money rather than the newly rich.

Luxury brands such as Loro Piana and Brunello Cucinelli are the best choices for this effortless style. Chinese womenswear brand Lily is another, recently releasing a campaign that emphasizes effortless office fashion for its 20th anniversary.

Although it is possible for anyone to chillax, it is believed that the key to becoming easygoing is inner peace.

Many Chinese youth online say that if material living conditions are not good, it is hard to be comfortable with who you are. Once a lifestyle is associated with social hierarchy, outward signifiers such as fashion and style become ways of expressing this.

Since becoming an imitable style, the term has become less meaningful.

Ultimately, what chillaxing represents is being true to oneself and mental wellness. Posturing for a sense of ease is opposite to having a sense of ease. So for brands hoping to leverage this trend, it is less about doing and more about being.

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