

Business | Sun-safe fashion

# China's hottest new look: the facekini

Communist party officials disapprove of the trend

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All told, sales of UV-wear in China reached around 80bn yuan (\$11bn) last year. Sales of facekinis, which are targeted at women, rose by around 50% in the year to July, according to Daxue Consulting, a research firm. Those of UV sleeves, more popular among men, doubled.