

COMMERCE

## Net-A-Porter hires from Shangpin for new China GM position

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*Cover of Net-A-Porter's The Edit*

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By STAFF REPORTS

Online retailer Net-A-Porter is creating a new general manager for China position, showing the brand's dedication to growing its business in the region.

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According to [WWD](#), the role will be filled by Claire Chung, who brings experience in Chinese ecommerce from her time as vice president of international business development at Shangpin, the country's first full-price retailer for high-end fashion. Bringing in new talent with a strong understanding of the market will help Net-A-Porter as it looks to expand further in China.

New hire

While Ms. Chung was at Shangpin, she signed the first Chinese partnership with the Council of Fashion Designers of America. During her tenure, the retailer brought on luxury brands such as Lanvin.



### *Lanvin store on Shangpin*

Through ShangPin, Lanvin has its own digital flagship space on the ecommerce site. By entering ecommerce in China on an established Web site, Lanvin was able to tap into the important Chinese market on a platform designed to cater to Chinese consumers ([see story](#)).

In this new role, Ms. Chung will oversee a team responsible for marketing, public relations, social media, finance, logistics, human resources, IT support and ecommerce within China and Taiwan. She will operate out of Net-A-Porter's Shanghai offices, and will report to president Alison Loehnis.

Net-A-Porter has previously run campaigns in China to build awareness within the market.



### *Instagram post by Net-A-Porter*

Net-A-Porter targeted Chinese consumers with an out-of-home, takeover advertisement on a Hong Kong tramway vehicle as it tried to make inroads in one of the world's largest luxury markets ([see story](#)). The retailer also boosted its exposure in China by partnering with the Upper House hotel in Hong Kong to offer guests a number of exclusive services ([see story](#)).