

COMMERCE

## Tag Heuer enters Chinese ecommerce on JD.com

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*G.E.M.*

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By STAFF REPORTS

Swiss watchmaker Tag Heuer is giving Chinese consumers the opportunity to buy its timepieces directly online with the opening of its first ecommerce flagship.

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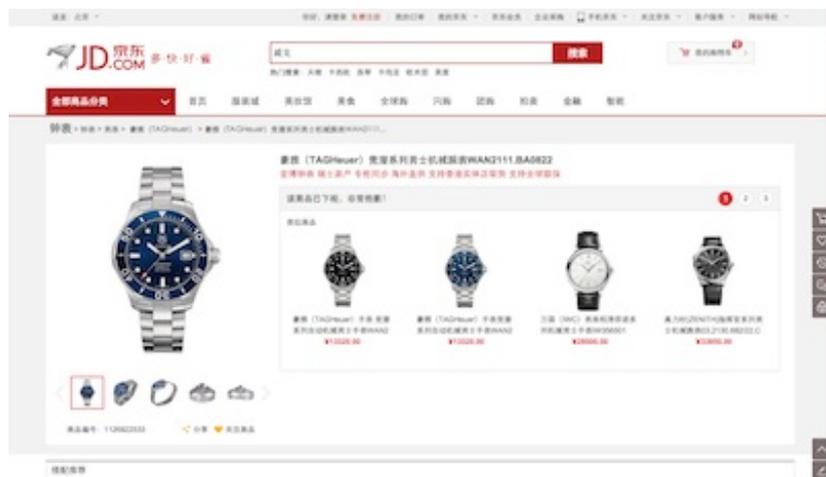
Created as part of an exclusive agreement with JD.com, the leading direct sales site in China, the brand now has a branded boutique within the multi-brand marketplace, which will sell items designed specifically with Chinese clientele in mind. Chinese consumers often feel more comfortable shopping for luxury goods through a platform they are familiar with, which may help Tag Heuer convince them to buy online.

### Market expansion

Through this partnership, JD.com will support Tag Heuer in all marketing, logistics, payment and after-sales support.

Merchandise that will be carried on JD.com is varied in price to reach a range of consumers. To celebrate the online store opening, Tag Heuer will carry its new TAG Heuer Formula One Women G.E.M. special edition timepiece exclusively on JD.com at launch.

Mimicking the in-store experience will be 360-degree product display imagery.



*Tag Heuer product page on JD.com*

"JD.com's reputation for product authenticity and unparalleled customer experience make it the ideal e-commerce partner in China for Tag Heuer, one of Switzerland's most iconic and trusted brands," said Tag Heuer's general manager of greater China, Leo Poon, in a statement. "The coming of age of China's young consumers, combined with the explosive development of e-commerce, present an enormously exciting opportunity for innovation and growth.

"By deepening our access to our key target customer market in China through JD.com's huge upwardly mobile user base, I am confident that this partnership will ignite unprecedented consumer interest in Tag Heuer's premier luxury timepieces."

When strategizing for international retail expansion, sometimes the best plan is to find the right local partner who can tackle the policies and logistical hurdles, according to panelists at NRF Retail's Big Show 2015 on Jan. 12.

In "To Boldly Go... Where Exactly?" the panel agreed that mature and emerging markets offer both unique challenges and opportunities. Navigating uncharted territory with a collaborator is easier than going it alone with direct operated stores ([see story](#)).

For example, in 2013, French atelier Lanvin entered ecommerce in China with help from the members-only Web site ShangPin, whose business model is an online mall.

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