

COMMERCE

Kiton enters Chinese ecommerce with SECOO

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Kiton menswear

By STAFF REPORTS

Italian menswear brand Kiton is increasing its retail channels through a partnership with ecommerce seller SECOO.

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The high-end service platform SECOO operates across borders and boasts a consumer network of more than 9 million members, making the retailer one of the largest ecommerce players in China. The platform serves as a "one-stop" shop luxury products and services ideal for those living high-end lifestyles.

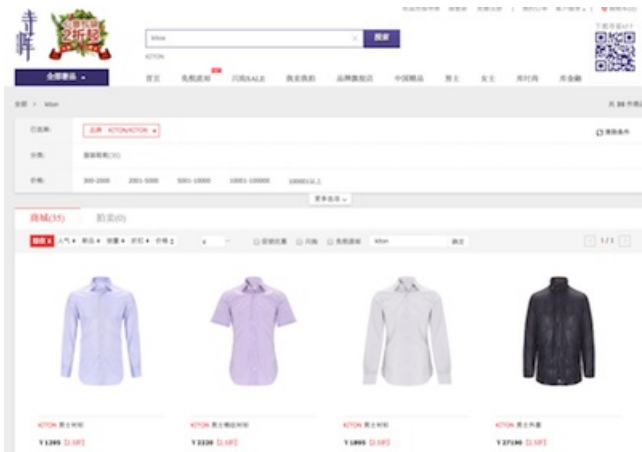
On sale now

Kiton has partnered with SECOO due to the platform's success at online-to-offline commerce strategy, and its understanding of the Chinese consumer and luxury market there. SECOO is also a suitable ecommerce partner as it has supply chain and high-end service system construction accomplishments.

The menswear brand's dealings with SECOO will be diversified and extend beyond standard ecommerce practices. Consumers can currently purchase Kiton's tailor-made men's clothing and suits on secoo.com.

Kiton is known for its "classical, elegant and luxurious" style and has received respect and admiration by consumers for its carefully chosen fabrics and craftsmanship. The brand is based out of Naples, Italy.

In addition to shopping Kiton on SECOO's Web site, consumers have the option to use the SECOO mobile application. For consumers looking for an in person experience, SECOO operates global membership service center outposts in Beijing, Shanghai, Chengdu, Hong Kong, Milan, New York and Tokyo.



Kition clothing, as seen on secoo.com

Entering a new market has its challenges, but by partnering with a local ecommerce platform brands will be better equipped to serve consumers.

For instance, Swiss watchmaker Tag Heuer gave Chinese consumers the opportunity to buy its timepieces directly online with the opening of its first ecommerce flagship.

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 ([see story](#)).