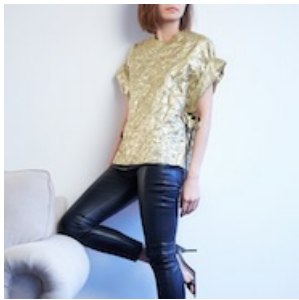


MOBILE

Lane Crawford continues connected commerce strategy with Apple Pay

February 19, 2016



Promotional image for Lane Crawford

By STAFF REPORTS

Chinese department store chain Lane Crawford has announced that its Mainland China locations will now accept mobile payment via Apple Pay.

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Brands and retailers have been shifting in-store strategies to offer an omnichannel retail experiences for consumers, and a large aspect of the tactic relies on mobile-based payment solutions. Mass fashion chains, such as Forever 21 and JCPenney, have been adapting, but luxury retailers are beginning to embrace the technology to better serve consumers who have begun to expect this level of service.

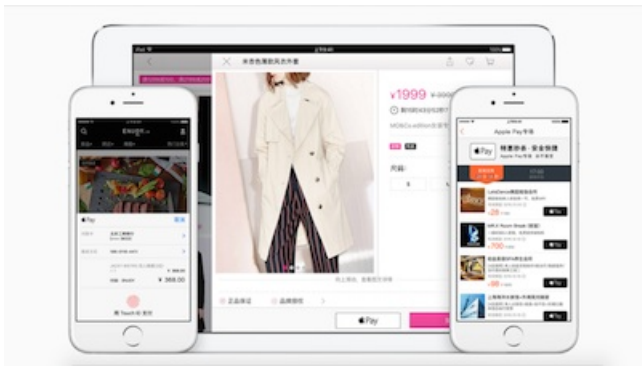
Pay day

Apple Pay officially launched in China on Feb. 18 and is in direct competition with WeChat Wallet, the social messaging application's mobile payment solution and Alipay, a subsidiary of online marketplace Alibaba.

Apple Pay continues to add more partners, including a number of new banks, which will drive perceived value for consumers and encourage more banks as well as retailers to jump on board ([see story](#)).

Since its launch, Apple Pay has already been embraced by China's largest bank, ICBC, and international retailers and fast food restaurants such as Carrefour and 7-Eleven. Additionally, online retailers such as JD.com have begun accepting Apple Pay payments.

For Lane Crawford, its inclusion of Apple Pay at its Mainland China department stores is logical, as the country reportedly has 620 million mobile phone users. Mobile shopping is also extremely popular in China with 358 million consumers using their mobile devices to purchase goods and services, according to the China Internet Network Information Center.



Apple Pay in China

The department store currently operates four locations in Mainland China: Seasons Place Beijing, Yintai Centre Beijing, Shanghai Times Square and Chengdu IFS. The retailer also counts five department stores in Hong Kong.

In a statement given to [WWD](#), Andrew Keith, president of Lane Crawford, said, "We are very excited to be among the first retailers to launch Apple Pay in China. Offering Apple Pay as a payment option to our customers is another important step towards an even stronger connected commerce strategy, constantly evolving and leveraging on the digital and mobile world which is vitally important in Asia."

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