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Millions tune in for Tmall luxury channel shoppable runway show

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Tmall Luxury Flash-Sale Channel fashion show

By STAFF REPORTS

China's Alibaba and luxury ecommerce platform Mei.com are joining forces to launch a luxury flash-sale channel, giving consumers access to authentic, discounted fashion items.

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The new Tmall Luxury Flash-Sale Channel made its official debut with a star-studded runway show on March 30, during which millions of consumers tuned in to watch and purchase the 42 looks immediately available on Tmall's mobile phone application. Selling pieces from more than 300 labels including Armani, Ermenegildo Zegna and Stuart Weitzman, the new shopping platform creates a place for Chinese consumers to purchase international luxury brands with confidence.

Making an entrance

The Tmall Luxury Flash-Sale Channel event was live-streamed on Tmall's app, allowing consumers to join in the festivities no matter where they were. Once they had entered the scan and buy fashion show, consumers could shop the looks as they came down the runway.

Throughout the show, 30 women's wear, 10 menswear and two children's wear looks were featured. Models were styled in a variety of labels, from Proenza Schouler and Sergio Rossi to Galeries Lafayette and Longchamp.

Mei.com is the authorized retailer for 3,000 brands in China, and the international retailer brings a relationship with luxury brands to this partnership.

Style icon Olivia Palermo put together one of the looks seen on the runway. She then sat front row during the show in the same ensemble.



Tmall app

Chinese actor Peter Sheng, most well known for his Web series "Go Princess Go," walked during the show in a Carven suit, making his runway modeling debut.

A number of luxury brands have launched ecommerce sites in China within the past year, but online shopping still feels like risky business to many of the country's consumers, according to a new report by FDKG.

FDKG's "Luxury Insights China 4th Quarter" report explains that with less regulation of online sales in China, consumers may have to endure a drawn out dispute if items are not delivered as promised, making each purchase a consideration of not only spending budget, but a weighing of how much can comfortably be lost. While some may still opt for an in-store purchase, a growing interest in online shopping within China is evident in the \$14 billion in transactions during Single's Day Nov. 11 ([see story](#)).