

RETAIL

Luxury retailers prep offers to capture Singles' Day sales

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Promotional image for Singles' Day by Michael Kors

By STAFF REPORTS

Chinese shopping recommendation site Dealmoon expects to partner with hundreds of U.S. retailers for the upcoming Singles' Day shopping holiday in China.

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Celebrated on Nov. 11 each year, Singles' Day has become the highest grossing ecommerce day globally, with more than \$14 billion in sales last year. For the fourth year, Dealmoon is making a connection between Chinese American consumers and U.S. retailers for Singles' Day, as brands look to benefit from heavy online traffic.

Selling to singles

Black Friday sees the most sales of any calendar day, but in the online space, Singles' Day takes the top spot. In 2014, Singles' Day drove four times the amount of online sales as Cyber Monday.

During Singles' Day, Dealmoon saw 3.5 million unique visits and 9.3 million page views in 24 hours.

"Some of our U.S. retailers sold over \$1 million worth of merchandise on Singles' Day last year," said Dealmoon cofounder Jennifer Wang. "Many of our high-end luxury beauty and skincare merchants even exceeded the sales expectations they had had for Black Friday, and others sold out entire inventories."

"In 2013, we signed up 30 U.S. retailers, in 2014, 120, and 2015, more than 180," she said. "This year, we expect 300."



• Dealmoon Singles Day 2014 social media stats:

- 150+ Million clicks

- 27,000 NEW fans

Singles' Day frenzy of love and dollars



Singles' Day promotion

Singles' Day was created by students of Nanjing University in China in the early 1990s as a reaction against cultural pressure to be in a relationship. The date was chosen because of the four 1's in Nov. 11.

Although the day is sometimes thought of as an antithesis to Valentine's Day and for people to purchase presents for themselves, it has since exploded, crossing both genders and including non-single people as well. Last year, Bergdorf Goodman, Neiman Marcus, Nordstrom, Saks Fifth Avenue and Bloomingdale's partook for the first time ([see story](#)).

In addition to its online efforts, Dealmoon will for the first time court bricks-and-mortar shoppers in 100 stores through its mobile application, using geotargeting to send them deals.

"This is the fourth year that we are hosting Singles' Day in the U.S. and it is becoming the Cyber Monday for luxury brands," Ms. Wang said. "Almost all of the brands that participated last year will be making offers again this year, and we are seeing a lot more fashion luxury brands joining this year, too."

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