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JD elevates ecommerce delivery with white glove service

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JD.com's white glove service. Image credit: JD.com

By STAFF REPORTS

Chinese ecommerce giant JD.com is giving the online luxury shopping experience a more personal touch.

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For its JD Luxury Express, the retailer has trained a special team of employees, who will shuttle luxury purchases to consumers' doors in style. Designed to more closely replicate the individualized experience expected from bricks-and-mortar stores, JD's service aims to ensure that luxury products are handled in a manner that reflects the brand.

Out for delivery

A short film from JD demonstrates the new service. A man wearing a suit walks up to his front stoop and looks down at a package laid on a step, frowning.

In a separate scene, the same man is seen ordering a timepiece via JD's app. As he does, a JD employee suits up in the Luxury Express uniform, which includes a suit, bow tie and white gloves.

The JD employee then hops into the electric vehicle used for the service, separating it from the typical bicycles and scooters used for JD deliveries. Once at the address, he then hand delivers the package to the customer, placing it into his hands when he answers the door.

Ecommerce Delivery in China is About to Get More Luxurious

JD's service is initially available in Beijing, Shanghai and Guangzhou, and the retailer plans to roll it out to additional locations in the future. The service is automatically included with the purchase of small luxury goods such as watches and jewelry, with categories like fashion expected to be added in the future.

JD has 236 million active customers, and has attracted luxury partners. Swiss watchmaker Tag Heuer is giving 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](#)).

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