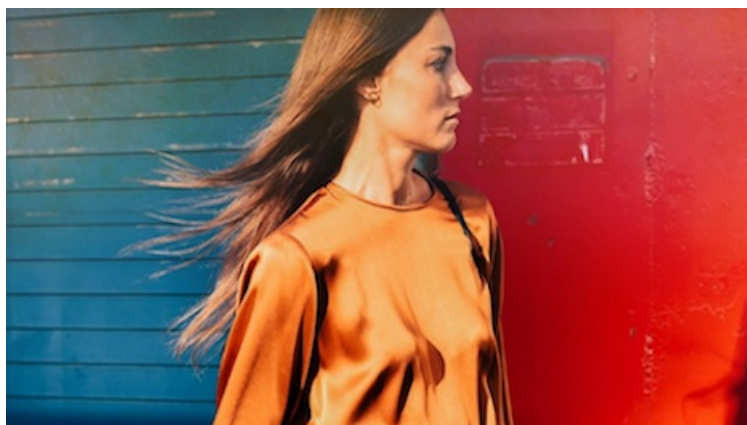


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## Farfetch, JD.com enter strategic partnership in China

June 22, 2017



*Farfetch carries women's, men's and children's apparel and accessories. Image credit: Farfetch*

By STAFF REPORTS

Chinese consumers will now have better access to online retailer Farfetch's curated offerings thanks to a \$397 million investment from Chinese ecommerce marketplace JD.com.

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JD.com's investment into Farfetch will help the retailer to further develop its presence in the \$80 billion Chinese market. Farfetch already operates in China and is the ecommerce partner of 200 luxury brands and more than 500 multi-brand boutiques, but JD.com's local knowledge will ensure Farfetch's continued success in the market.

Farfetch delves into China

Under its strategic partnership, Farfetch will have access to JD.com's logistics, Internet finance and technology capabilities. Farfetch will also be able to leverage JD.com's social media resources, including its WeChat partnership, an element necessary to connect with Chinese consumers.

The two retailers will also partner on marketing, logistics and technology solutions specifically for China. This will include use of BlackDragon, a digital marketing technology platform used to assist in name recognition and market position via the use of data in China.

Richard Liu, founder and CEO of JD.com will join Farfetch's executive board.

"As part of our major luxury push, we could not have found a stronger online partner than Farfetch," Mr. Liu said in a statement.

"We have always believed that the long-term trend of Chinese ecommerce is toward quality over price and this partnership with Farfetch further extends out lead in the battle for the future of China's upwardly mobile consumers," he said.

"We look forward to deepening our relationships with Farfetch and luxury brands in the months and years ahead."



*JD.com's Richard Liu has put emphasis on the luxury category. Image courtesy of JD.com*

With its \$397 million investment, JD.com is now the largest shareholder of Farfetch.

Last May, Farfetch raised competition in the luxury ecommerce space with the close of a series F round.

An additional \$110 million in capital was raised in the round, which was led by players including Temasek, IDG Capital Partners and Eurazeo, bringing the total amount the company has raised to more than \$305 million. The fashion ecommerce startup space has seen a lot of interest from investors, as newcomers change the way luxury does business ([see story](#)).

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