

APPAREL AND ACCESSORIES

Louis Vuitton launches Chinese ecommerce site

July 21, 2017



Louis Vuitton's Series 7 campaign. Image credit: Louis Vuitton

By STAFF REPORTS

French fashion house Louis Vuitton is making it easier for Chinese shoppers to purchase its wares at home with the launch of a China-dedicated ecommerce site.

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Louis Vuitton launched louisvuitton.cn on July 20, making China the LVMH flagship brand's 11th ecommerce market since its French site debuted in 2005. Localization is an important factor for brands looking to capitalize on new markets due to cultural differences.

Commerce.cn

Louis Vuitton has had a presence in China since 1992, but had not yet launched a dedicated ecommerce site for the market.

In addition to the new launch, Louis Vuitton operates ecommerce sites in its native France, the United Kingdom, Germany, Spain, Italy, the United States, Canada, Brazil, Japan and Australia.

Now, Chinese consumers in 12 cities are able to shop Louis Vuitton within their home market. Cities serviced via louisvuitton.cn include Beijing, Shanghai, Chongqing, Chengdu, Guangzhou, Shenzhen, Hangzhou, Nanjing, Shenyang, Dalian, Haerbin and Wuhan.

According to WWD, Louis Vuitton will expand the site's reach to further cities in due course.

Louisvuitton.cn will sell handbags, small leather goods, footwear, accessories, watches and jewelry, luggage, writing instruments and Louis Vuitton fragrances.



Louis Vuitton reintroduced its fragrances in summer 2016. Image credit: Louis Vuitton

Consumers will be able to pay with popular Chinese mobile payment solutions including UnionPay, Alipay and WeChat Pay.

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 2016 report by FDKG.

FDKG's "Luxury Insights China 4th Quarter" report explained 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 ([see story](#)).

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