

APPAREL AND ACCESSORIES

Saint Laurent links with Farfetch for omnichannel retail in China

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Saint Laurent is working with Farfetch in China. Image credit: Saint Laurent

By STAFF REPORTS

Kering-owned label Saint Laurent is enhancing its Chinese ecommerce capabilities with help from online retailer Farfetch.

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Saint Laurent will be the first brand to leverage the newly formed partnership between Farfetch and JD.com, which allows the former to benefit from JD's logistics, marketing and service capabilities designed to cater to local clientele ([see story](#)). Farfetch's Shanghai-based team will tap into the company's relationships with both JD and WeChat to better market and sell to the Chinese consumer, particularly millennials.

"Farfetch has always understood that China is part of any luxury brand's strategy, and ecommerce in China is the only route to fully penetrating this market," said Jos Neves, founder, co-chairman and CEO of Farfetch Group, in a statement. "However, until now, doing online business in China at scale was incredibly complex for luxury brands, and this is why we have built an unrivalled platform for China.

"We are delighted to partner with Saint Laurent as the first brand to fully utilize our capabilities and provide Chinese customers with unparalleled levels of service," he said.

China collaboration

Through its partnership with Farfetch, Saint Laurent will be able to offer ecommerce shoppers with same-day delivery and localized payment methods.

The selection of merchandise available to online consumers will expand with addition of Saint Laurent bricks-and-mortar store inventory to the Farfetch platform. This will start with the brand's stores in Beijing, Shanghai and Hong Kong.

Earlier this year, Farfetch launched a 90-minute delivery service in partnership with Gucci in select markets such as London, New York, Los Angeles, Madrid, Milan and Paris.

Orders placed within the Store to Door in 90 Minutes service will be fulfilled directly from select Gucci storefronts in

10 global cities on four continents ([see story](#)).



Saint Laurent store in Beijing. Image credit: Saint Laurent

Saint Laurent will be the first luxury brand to offer 90-minute delivery in China. This service will premiere in October in Shanghai and Beijing, with Hong Kong added later.

"I am very proud of this partnership with Farfetch, a company that, exactly like Saint Laurent, puts client service at the center of their values," said Francesca Belletini, president and CEO of Saint Laurent, in a statement. "This collaboration marks an important step in our global omnichannel strategy aiming at securing a top-level luxury journey to our clients worldwide, and it gives to us the opportunity to further consolidate our leadership on the Chinese market."

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