

APPAREL AND ACCESSORIES

Loewe enters Chinese ecommerce through Alibaba flash sale

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Loewe's Barcelona handbag sale will be its first Chinese ecommerce venture. Image credit: Loewe

By STAFF REPORTS

LVMH-owned apparel and accessories house Loewe is partnering with ecommerce giant Alibaba to make its online retail debut in China.

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From Aug. 19, Loewe will sell an exclusive handbag design on Tmall's Luxury Pavilion for just 24 hours. The ephemeral nature of the sale will allow Loewe to test ecommerce retail in China with limited commitment.

For a limited time

Loewe will be the first brand to leverage Tmall's new Tspace marketing platform, which allows brands to host pop-up stores or flash sales. Within Tspace, brands can design their store environment for the event, which disappears after the sale closes.

After seeing an increased interest in its products around Chinese Valentine's Day from consumers, Loewe chose the event as the basis for its first ecommerce venture in the nation. Ahead of the Aug. 28 holiday, the brand is marketing a limited-edition version of its Barcelona handbag decked out in hearts to Tmall shoppers.



Loewe's Barcelona bag for its Tspace pop-up. Image credit: Alizila

While the sale officially begins on Aug. 19, consumers can begin to pre-order the \$2,380 bag with a deposit from Aug. 11, with VVIP members able to pre-sale from Aug. 10.

Loewe currently has 20 bricks-and-mortar storefronts in China, but ecommerce will allow it to reach digitally savvy Chinese shoppers in another channel.

Alibaba has been working to attract more luxury brands with marketing opportunities and new selling formats.

Last week, the ecommerce group announced the launch of a new invite-only platform designed explicitly and exclusively for luxury brands.

The platform is part of Alibaba's larger "New Retail" push to emphasize its luxury offerings. The invite-only Luxury Pavilion is geared toward high-net-worth Chinese consumers and will launch with products from Burberry, Hugo Boss, Zenith and others, with more on the way in the future ([see story](#)).

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