

RETAIL

## JD.com dedicated luxury channel in works

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JD's white glove service. Image credit: JD

By STAFF REPORTS

As China's ecommerce arena heats up, marketplace JD.com is said to be the next Chinese retailer to introduce a luxury-specific selling platform.

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JD.com will likely be following in ecommerce player Alibaba's footsteps by expanding its online footprint to include a luxury brand shop on its Web site. Earlier this month, Alibaba, JD.com's local competitor, continued its high-end ecommerce push with the launch of Luxury Pavilion, an invite-only platform designed explicitly and exclusively for luxury brands ([see story](#)).

Next step

Thus far, JD.com has invested in furthering its luxury ecommerce positioning, but has yet to announce its future plans.

In June, JD.com announced its investment of \$400 million in retailer Farfetch, which has a focus on high-end brands.

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.

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 ([see story](#)).



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

The first luxury brand to take advantage of the newly inked partnership was Kering-owned fashion house Saint Laurent ([see story](#)).

JD.com has also heightened its ecommerce delivery tactics by adding a white glove service for a more personal touch.

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 ([see story](#)).

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