

JEWELRY

Chopard links with JD.com for first Chinese ecommerce venture

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Chopard banner featured on JD.com. Image credit: Chopard

By STAFF REPORTS

Swiss jeweler Chopard is the latest luxury player to open an online store on Chinese ecommerce site JD.com.

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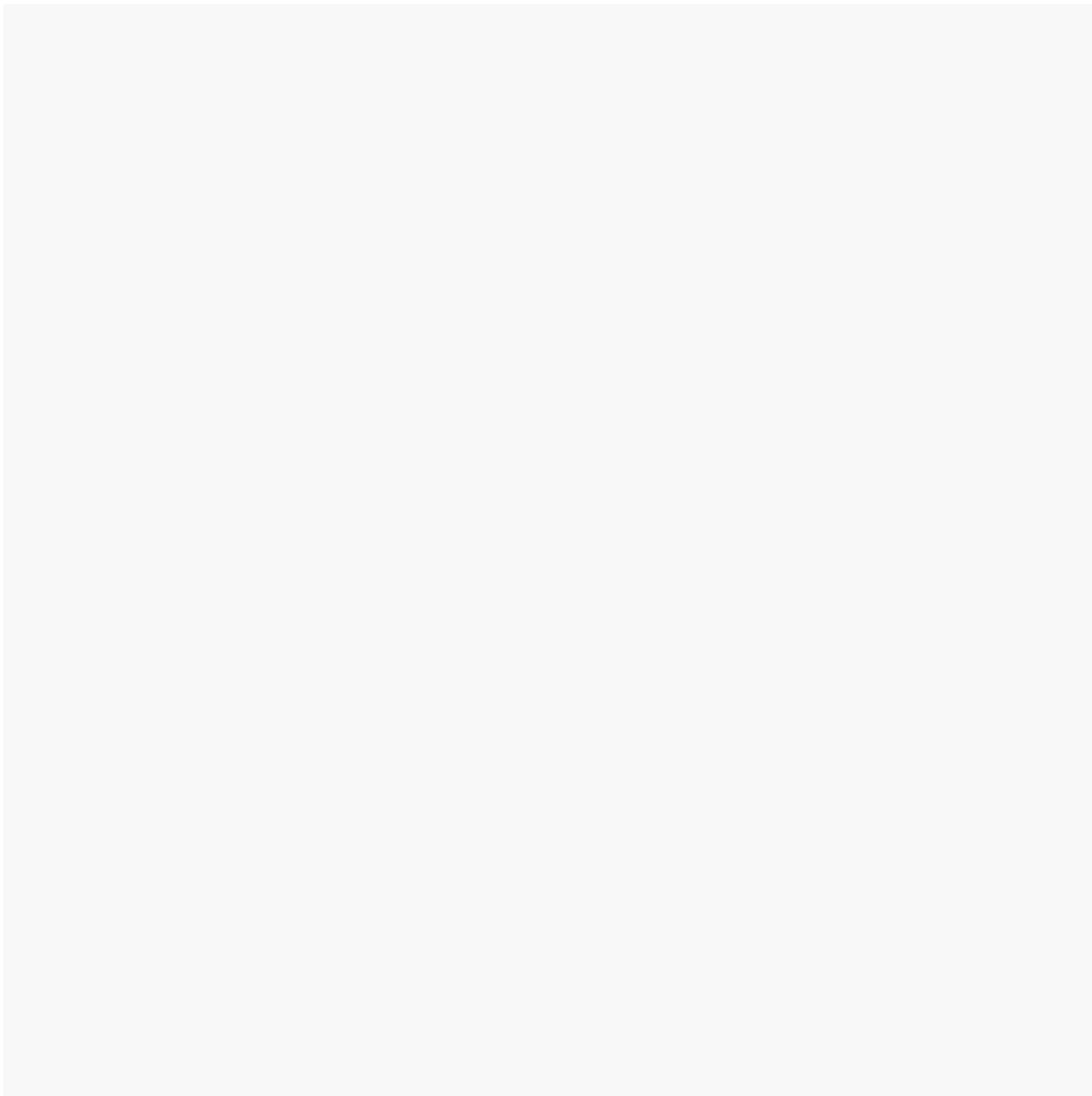
Wednesday's launch of Chopard's JD.com digital storefront is the first time in the jeweler's 157-year history that it has had online sales in China. Initially wary and hesitant to launch on Chinese ecommerce sites, luxury brands have recently embraced the strategy, opting to partner with local retailers such as JD.com and its competitor Alibaba.

Now open

According to a statement from JD.com's fashion segment president Liu Xia, Chopard teamed with the retailer because of its leading online and offline services.

To announce its concept store on JD.com, Chopard shared an Instagram post of Chinese influencer Zetian Zhang wearing a bracelet from the Happy Hearts collection. In the caption, Chopard thanks Ms. Zhang for being the first consumer to make a purchase via JD.com.

On her personal account, Ms. Zhang expressed her excitement for the launch as well. Doing so informed her more than 200,000 followers that Chopard is now available via JD.com.



Finally, @chopard has launched its official shop on JD.com!!! this red happy heart is my favorite love you
@chopardbycaroline

A post shared by Zetian Zhang(Nancy) (@zetianzzz) on Aug 17, 2017 at 4:12pm PDT

On JD.com, Chopard will sell its women's jewelry and watches, as well as men's timepieces.

The concept shop also shares Chopard's campaign for its Happy Hearts line and includes a history section to properly introduce unfamiliar consumers to the Swiss jeweler.

JD.com has worked to increase its standing in luxury ecommerce.

In June, JD.com invested \$397 million in online retailer Farfetch to further develop its presence in the \$80 billion Chinese market ([see story](#)).

JD.com also recently launched the JD Luxury Express delivery service. For the service, the retailer has trained a special team of employees, who will shuttle luxury purchases to consumers' doors in style ([see story](#)).