

APPAREL AND ACCESSORIES

Marc Jacobs expands ecommerce in China via VIPLUX

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Marc Jacobs fall/winter 2017 campaign. Image credit: Marc Jacobs

By STAFF REPORTS

U.S. fashion label Marc Jacobs has opened its first Chinese flagship store on vip.com's luxury channel.

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Marc Jacobs' new online store opens the brand up to VIP's 300 million members. With existing infrastructures and audiences, China's ecommerce giants have become appealing partners for luxury brands looking to sell online in the market for the first time.

Opening shop

While Marc Jacobs currently ships to Hong Kong, the brand's direct-operated online store does not deliver to Mainland China. The brand's apparel and accessories have previously been available online in China via multi-brand retailers including Lane Crawford and Net-A-Porter, but this VIPLUX launch marks its first flagship shopping experience in the nation.

Included on the dedicated Marc Jacobs Web page on VIPLUX are editorial photos and video, recreating a flagship experience on the marketplace.



Screenshot of Marc Jacobs' VIPLUX flagship store. Image credit: VIPLUX

At the time of launch, Marc Jacobs is retailing its hip-hop inspired fall/winter 2017 collection on VIPLUX.

"The cooperation between VIPLUX and Marc Jacobs is a testament to VIPLUX's expertise in understanding how to become one' with the spirit of the specific brand, and to match that with market growth," said Arthur Hong, co-founder of VIP, in a statement.

VIP launched its VIPLUX channel in 2008. Since then, it has launched online flagships for brands including Armani Group, Salvatore Ferragamo and Versace.

As a number of its competitors, including Alibaba and JD.com, have ramped up their investment in luxury, VIP is also putting an emphasis on creating a high-end shopping experience.

When entering China's online retail environment for the first time, many brands have chosen to partner up with a local player, leaning on their expertise in the market.

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

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 ([see story](#)).

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