

FRAGRANCE AND PERSONAL CARE

Armani Beauty sets sights on China's \$34.87B cosmetics market via Tmall

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Armani Beauty homepage on Tmall. Image credit: Aliabab

By STAFF REPORTS

L'Oreal-owned Giorgio Armani Beauty will launch on Chinese shopping platform Tmall as part of its efforts to capture China's fast growing appetite for high-end cosmetics.

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In the weeks leading up to the Jan. 16 launch, Armani Beauty will hold a series of pre-sale events on Tmall, Alibaba B2C shopping platform. Similar to fashion, the cosmetics and skincare sector has steered away from online selling in China due to counterfeit concerns, but recently, brands have begun warming to the idea as Chinese sellers establish a sense of trust.

Beauty in China

For the three weeks leading to Armani Beauty's Tmall sale Jan. 16, the brand will offer 4,000 cases of its My Armani To Go cushion foundation. To generate interest in its Tmall presence, the cushion foundation will be exclusive to the platform during the period.

Tmall flash sales are growing in popularity with Kering-owned Stella McCartney announcing its participation this week as well ([see story](#)).

Also on Jan. 16, Armani Beauty will open a store on Alibaba's Luxury Pavilion, an invite-only VIP section of Tmall. Armani Beauty will join LVMH's Guerlain and Estee Lauder Cos.' Creme de la Mer on Luxury Pavilion.

Fashion brands present on the luxury shopping site include Burberry, Hugo Boss and Maserati. These brands have joined since Luxury Pavilion was introduced in August.



My Armani To Go cushion foundation will be exclusive to Tmall during the flash sale. Image credit: Armani Beauty

The cosmetics sector has the potential to benefit from Chinese consumers' appetite for high-end beauty products. According to China's National Bureau of Statistics retail sales of cosmetics in the first 11 months of 2017 increased by 13.5 percent, compared to the previous period in 2016, to \$34.87 billion.

On Jan. 12, Armani Beauty executives will visit Beijing to announce the Tmall opening. While in China, Armani Beauty will host a high-tech showcase of its 2018 spring/summer collection.

Online touchpoints will include entertainment and gamification such as an AR-powered interactive feature, Unlock Armani Codes, to scan anything with the six letters of Armani. Those who collect six letters will have the chance to win a sample kit of Armani Beauty products.

The physical tie in to the Tmall sale will let consumers book offline makeup sessions with beauty advisors.

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