

APPAREL AND ACCESSORIES

Saint Laurent joins JD.com's Toplife roster

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Saint Laurent campaign content will appear on JD.com's Toplife. Image credit: Saint Laurent

By STAFF REPORTS

French fashion house Saint Laurent is the latest brand to join Chinese ecommerce seller JD.com's luxury-specific online platform, Toplife.

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JD.com launched Toplife in October to give high-end brands a comprehensive way to reach China's affluent consumers. JD.com has established itself as a trusted online partner for luxury brands due to its well-known reputation of not tolerating counterfeits unlike the lax policies of ecommerce giant and local competitor Alibaba.

Teaming for Toplife

By having a presence on Toplife, luxury brands will be able to sell directly to consumers through an end-to-end ecommerce ecosystem. This includes seamlessly incorporated online stores, premium customer service and same-day delivery, marketing and brand expertise as well as specialized warehousing and inventory ([see story](#)).

Consumers in China will be able to purchase Saint Laurent fashions on Toplife beginning Jan. 9. A full brand selection will be offered via Toplife, including Saint Laurent's latest women's and men's collections.

In addition to ecommerce selling, the Toplife platform allows luxury labels to customize their digital flagships as a way to reinforce brand heritage and maintain a consistent image.

Kering-owned Saint Laurent will host its videos, campaigns and brand news on Toplife to better reach discerning Chinese consumers.



British supermodel Kate Moss appears in Saint Laurent's spring/summer 2018 campaign. Image credit: Saint Laurent

"Thanks to the sophisticated logistics network and the personalized platform provided by our partnership with Toplife, Saint Laurent will be able to implement its omnichannel development in China, securing a top-level luxury journey to our clients," said Francesca Bellettini, president and CEO of Saint Laurent, in a statement.

"This partnership will offer an exceptional, coherent experience across different distribution channels, maintaining Saint Laurent's privileged relationships with customers," she said.

Other brands with a presence on JD.com's Toplife include La Perla, Emporio Armani and Rimowa. In comparison, Alibaba's Luxury Pavilion carries Burberry, Hugo Boss and Guerlain.

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