

APPAREL AND ACCESSORIES

Kering Eyewear debuts online flagship in China

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Kering-owned Gucci's spring/summer 2017 eyewear campaign. Image courtesy of Gucci

By STAFF REPORTS

Kering Eyewear is hoping to capture the Asian market with a new ecommerce partnership.

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JD.com will now be working with Kering Eyewear to host its first official flagship store, touting designs from the group's brands such as Gucci, Saint Laurent and more. The online retailer is a major force in China and should allow Kering's two-year-old eyewear division to flourish.

Kering on JD.com

Women's Wear Daily reported that JD.com has now seen its first year of profit, with \$18 million made in 2017 and a 40 percent increase in revenue.

The retailer has undergone many partnerships in the last year, which has support its sales growth.

Kering chose the retailer to better connect with the Chinese market, whose business is significantly valuable today as the market's luxury consumption growth has sky rocketed.

JD.com is a prolific platform in China, allowing luxury brands to capture the Asian market with little overhead or physical presence. Since the country is so strongly integrated in digital solutions, the strategy bodes well for these brands.

"China is a booming market for ecommerce sales and a region with a high growth potential in the luxury segment, it was a natural choice to partner with this trusted and innovative player," said Roberto Vedovotto, president and CEO of Kering Eyewear, in a statement. "The new flagship will focus on delivering a unique shopping experience to the local clientele."



Cartier inked a joint venture with Kering Eyewear. Image credit: Cartier

With the eyewear category poised for significant growth in the next few years, Kering Eyewear is strategizing to help brands ride that wave.

Speaking at Cond Nast International's Luxury Conference on April 5, the CEO of Kering Eyewear explained about how the company is taking eyewear production directly into luxury brands' product chains, rather than having them license it out. This shift may suggest that eyewear's affordable price and ease of manufacturing compared to other luxury goods will make it a popular new addition to luxury brands' product lines ([see more](#)).

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