

RETAIL

Oscar de la Renta, Mulberry join JD's Toplife luxury platform

April 17, 2018



Oscar de la Renta is one of the luxury brands joining JD's Toplife platform. Image credit: Oscar de la Renta

By STAFF REPORTS

Chinese ecommerce is booming and with that success comes a renewed focus on luxury, especially from prestigious western brands.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Alibaba and Tmall's Luxury Pavillion and JD's Toplife sections received a number of new partnerships last week, with brands such as Oscar de la Renta and Mulberry being unveiled on the retailers' online platforms. These partnerships are another example of how the appetite for Western luxury brands in China is growing.

Chinese expansion

Alibaba and JD are two of the biggest names in ecommerce in China, commanding massive markets and bringing in record profits each year.

Both platforms have aggressively pursued luxury brands in recent years, with Alibaba's Tmall Luxury Pavilion being a major source of such partnerships. JD has followed suit with Toplife, a section of its ecommerce platform dedicated to luxury brands.

Both retailers have seen renewed interest from luxury brands this past week, with brands such as Burberry, Armani and La Mer joining up.

For JD, the retailer is hoping to compete with Alibaba by bringing in some big names in luxury. Oscar de la Renta, Mulberry and Antepima have recently signed up to be a part of the retailer's Toplife section.

Toplife already includes major names including Alexander McQueen and Yves Saint Laurent.

China has become a major market for luxury brands of all kinds. Beauty conglomerate Este Lauder, for instance, has seen massive growth in sales revenue over the last fiscal year driven largely by the group's mobile-first, digital-first ethos and the rapid expansion of the Chinese market.

	Country	No of billionaires	Change in No. of billionaires		City	Number of billionaires	Change in No. of Billionaires
1-	Greater China	819	210	1-	Beijing	131	37
2-	USA	571	19	2-	New York	92	6
3 ↑	India	131	31	3-	Hong Kong	80	9
4 ↑	UK	118	29	4-	Shenzhen	77	15
5 ↓	Germany	114	5	5 ↑	Shanghai	70	17
6-	Switzerland	83	6	5 ↑	London	70	15
7-	Russia	71	3	7 ↓	Moscow	62	3
8-	France	51	1	8-	Mumbai	55	13

China's luxury-consuming billionaire population is growing. Image credit: Hurun Research

During the group's presentation at the Bank of America Merrill Lynch 2018 Consumer & Retail Technology Conference, CEO Fabrizio Freda spoke at length about how the company plans to take advantage of its favorable position in the Chinese market as well as what strategies brought it there ([see story](#)).

2017 saw a massive explosion in global growth of billionaires, with China seeing an average of four new billionaires a week.

This growth is not limited to China alone however, with the entire world seeing 437 new billionaires over the course of 2017 alone. This data comes from Hurun's annual Global Rich List report, which found that China was increasingly pulling away from its nearest competitors in terms of total wealth ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.