

APPAREL AND ACCESSORIES

Giuseppe Zanotti makes it easier for Chinese shoppers to pay

June 8, 2018



Alipay becomes widely accepted in many stores. Image credit: Printemps

By STAFF REPORTS

Luxury footwear label Giuseppe Zanotti is aiming to capture the Chinese tourist through a partnership with Alipay.

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

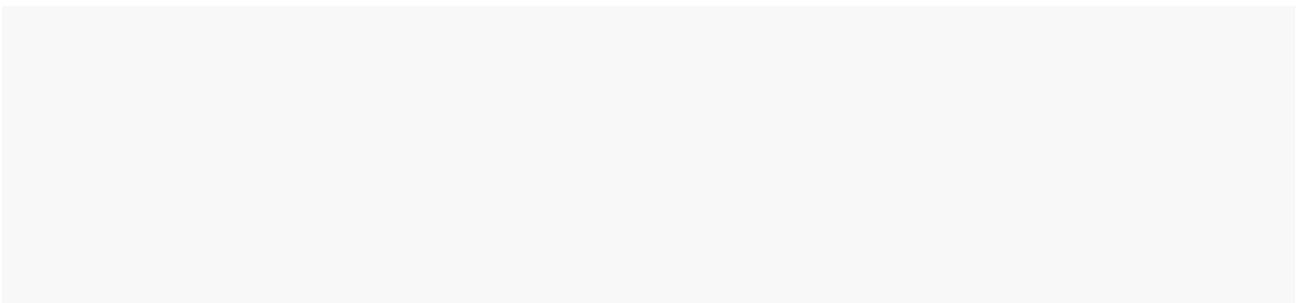
Chinese travelers, who are known for spending on luxury shopping while away, will now be able to pay at the footwear label's stores through their preferred payment method. Alipay, a Chinese mobile payment solution, is an extremely prominent form of transaction for these consumers.

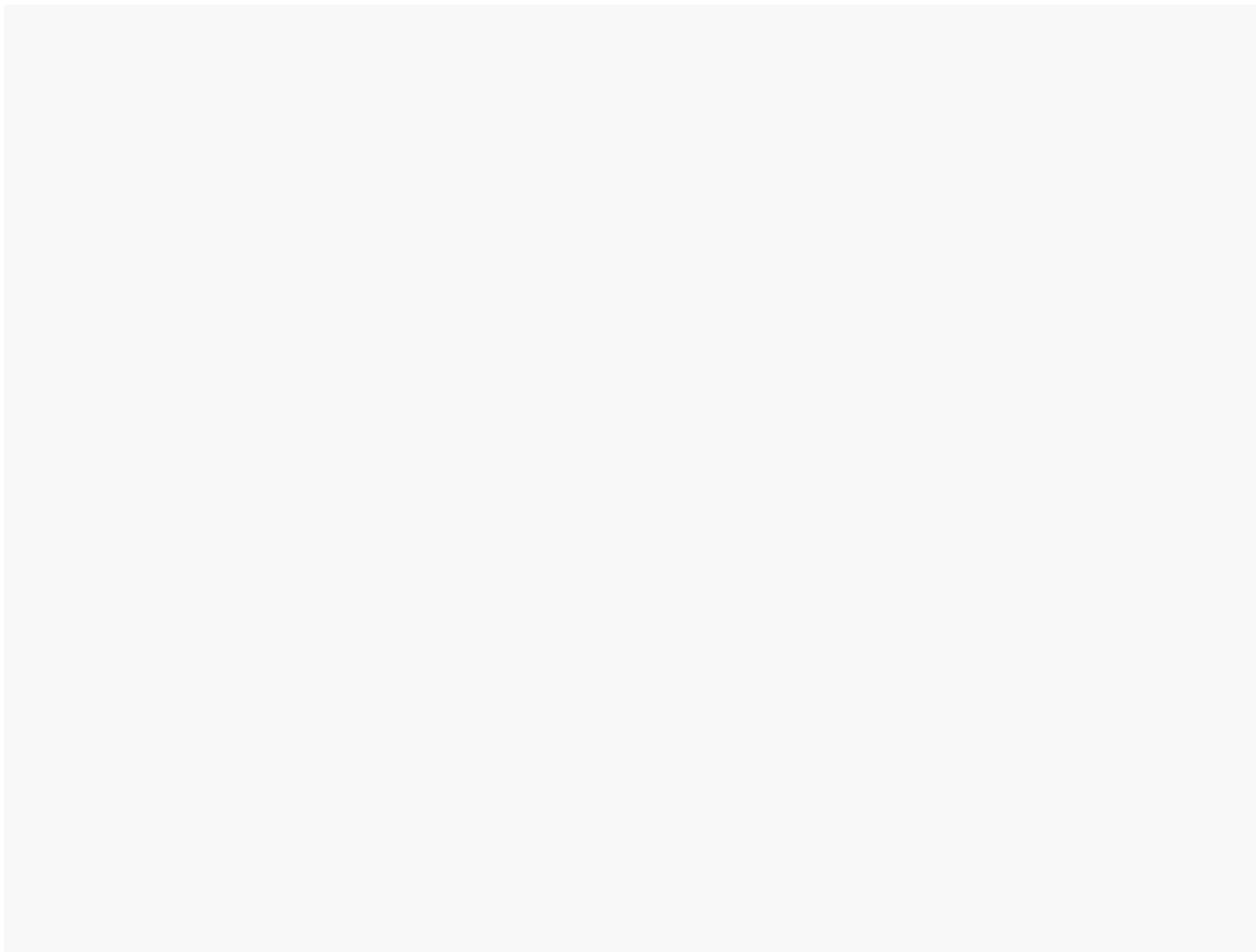
Chinese shopping

Stores in Spain, France and the United Kingdom will now provide seamless mobile pay for Chinese customers.

Digital finance provider Wirecard is facilitating the incorporation of Alipay in Giuseppe Zanotti stores through its ePOS application.

"It is obviously beneficial for European retailers to offer Chinese customers their trusted payment method, because through this they are willing to spend higher amounts abroad," said Marion Laewe, vice president sales consumer goods at Wirecard, in a statement. "We are now delighted to support Giuseppe Zanotti in strengthening their customer relationship with visitors from the Far East and to profit from Alipay's digital marketing platform."





What we call punctuating a look. In glossy lipstick red with a contrast sculpted silver stiletto, the new season G-HEEL. #GZFW18 #GHeel

A post shared by Giuseppe Zanotti (@giuseppezanotti) on Jun 8, 2018 at 8:30am PDT

Alipay is also looking to build up its presence in the United States with a massive expansion.

Luxury retailers in the United States are looking to gain traction with Chinese visitors through Alipay, as the Asian market holds a wealth of luxury consumers. In a move operated by Ant Financial Services Group and First Data, Alipay is joining 35,000 new merchants in the U.S., touting its ability to ease Chinese travelers' purchasing experiences ([see story](#)).

"We are excited to partner with Giuseppe Zanotti through Wirecard," said Li Wang, head of Alipay EMEA, in a statement. "Renowned luxury European brands are at the top of Chinese visitors' wish list.

"We will continue working together to bring a seamless payment and shopping experience to Chinese customers," she said.

© 2020 Napean LLC. All rights reserved.

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