

RETAIL

## Moschino courts Chinese consumers with Luxury Pavilion debut

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*Moschino is now selling on Alibaba's Tmall Luxury Pavilion. Image credit: Alibaba*

By STAFF REPORTS

Italian fashion label Moschino is looking to grow its presence among Chinese millennials by launching a shop on Alibaba's Tmall Luxury Pavilion.

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At launch, Moschino's flagship will carry a collection exclusively designed for Tmall customers. The brand is joining a number of other luxury labels on the platform, including Burberry and Maserati, who are looking to tap into China's growth potential.

### Moschino for millennials

The invite-only Luxury Pavilion debuted in August and today carries 60 brands. Tmall envisioned the platform as a means to translate the luxury bricks-and-mortar experience to the online environment.

About half of the shoppers on Alibaba's ecommerce platforms were born after 1990. This age group accounts for 45 percent of all luxury sales across Alibaba's retailers.

"To win in the China luxury market, you need to win over millennials," said Gabriele Maggio, general manager of Moschino, in a statement. "We already see quite a bit of brand love among this powerful consumer group, which we plan to grow in partnership with Tmall.

"We are building an exclusive, social and digital experience with Tmall, designed for millennial shoppers, to build our brand and expand Moschino's presence in the Chinese market," he said.

Moschino's sales were up by almost 12 percent in the 2017 fiscal year. The brand's parent company Aeffe has indicated that China is a priority.

"The group's medium/long-term strategic goals are on the development of highly distinctive collections with a focus on a calibrated strengthening of our presence in high-potential markets, especially in the Greater China and Asia Pacific areas," said Massimo Ferretti, executive chairman of Aeffe, in a statement about the group's financial results.

Moschino previously reached out to young Chinese shoppers with a Lunar New Year collection. The brand looked to

a cartoon figure for its Lunar New Year range, featuring Betty Boop's pup sidekick Pudgy on cell phone cases, backpacks and other apparel and accessories ([see story](#)).



*Moschino's Chinese New Year collection. Image credit: Moschino*

Boosted by a rebound in China, the global luxury market is projected to grow between 6 to 8 percent this year, according to Bain.

The researcher's "Luxury Study 2018 Spring Update," presented in partnership with Altagamma, found that China will account for much of luxury's growth this year, with sales in the market expected to rise between 20 and 22 percent. Due to the younger demographics of Chinese luxury buyers, these shoppers are pushing many of the business' millennial-centric trends such as streetwear and digitization ([see story](#)).

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