

RETAIL

## Secoo partners with Hainan government for duty-free luxury shopping

July 2, 2018



*Secoo's new partnership is aimed at expanding luxury's reach in China. Image credit: Secoo*

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By STAFF REPORTS

Chinese ecommerce platform Secoo has signed a new deal with the government of Hainan establishing a free trade zone in the south of China to better distribute luxury goods.

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The creation of this deal will allow for the establishment of a duty-free shopping zone where customers can purchase luxury goods. Secoo has been one of the prime proponents of luxury consumption in China, which is swiftly becoming an incredibly important market for luxury brands.

### Duty-free shopping

Hainan is the southernmost province of China, encompassing several islands in the South China Sea off the coast of the mainland.

The province is a magnet for tourism, with its scenic views drawing visitors and permanent residents from across China's affluent population.

Now, the government of Hainan has signed a deal with Secoo to create a duty-free shopping zone for residents of Hainan to purchase luxury goods tax-free.

The partnership is meant to bolster both the province's luxury goods consumption and its status as a major tourist destination for visitors from China and abroad.

Secoo and the Hainan government will also focus on creating seamless cross-border ecommerce for luxury consumers to more easily purchase luxury goods online.



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

Chinese ecommerce platforms have been hard at work courting Western luxury brands. For instance, Kering Eyewear is hoping to capture the Asian market with a new ecommerce partnership.

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 ([see story](#)).

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