

RETAIL

## Richard Ginori aims for the Chinese market with Secoo

July 3, 2018



*Richard Ginori is looking to grow its international presence. Image credit: Richard Ginori*

By STAFF REPORTS

Chinese ecommerce platform Secoo is working with Italian porcelain brand Richard Ginori to help the manufacturer capture the Asian market.

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

Richard Ginori, part of Kering Group, is launching an exclusive online shop with Secoo to better attract the Chinese audience. The market is growing larger within the luxury goods world, as more Chinese consumers look for high-end items.

"We are delighted to partner with Richard Ginori and that we are be able to offer our discerning clients the most exquisite table top design available on the market," said Giulia Costantini, managing director for Europe at Secoo, in statement.

### Ecommerce push

Secoo is hoping the partnership will support its goal to become the leader in luxury lifestyle as well as in ecommerce.

The online Richard Ginori shop will allow customers access to Secoo's suite of customer services such as personal shopping, bespoke travel and personalized education.

In addition to the online shop, Richard Ginori products will also be featured in the nine bricks-and-mortar locations positioned throughout China.



### *Richard Ginori debuts on Secoo*

"The entry of Richard Ginori carried out our business strategy of further tapping into China's robust luxury consumer market demand," said Li Rixue, founder and CEO of Secoo, in a statement. "With our consistent focus on both the diversity and quality of the products and services that we offer to our customers, we are confident that we are well positioned to capture emerging opportunities driven by the consumption upgrade in China and unlock values to our customers.

"With China's robust luxury consumer market demand, Secoo devotes to leveraging both online and offline capabilities to build a premium lifestyle platform to maximize Secoo's coverage to better serve its customers," he said.

This comes just months after Richard Ginori launched a new Web site, giving itself a more modern online presence.

"Through this partnership with a such important player as Secoo, we take a new step forward in the internationalization of Richard Ginori," said Giovanni Giunchedi, chairman and CEO of Richard Ginori, in a statement. "This cooperation for the Chinese market perfectly fits our online strategy, following the launch our new corporate Web site, integrated with a new e-shop channel, as well as an overall redefinition of all our social profiles.

"Our aim now is being able to dialogue on daily basis with our many international clients and to reach all the other customers in the world that we could not otherwise conquer," he said.

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

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 ([see story](#)).