

RETAIL

Farfetch pursues WeChat luxury boutiques via new acquisition

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Farfetch is hoping to help western brands open WeChat boutiques in China. Image credit: Farfetch

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Online luxury platform Farfetch is expanding its presence in China with the acquisition of CuriosityChina, a Chinese digital marketing agency.

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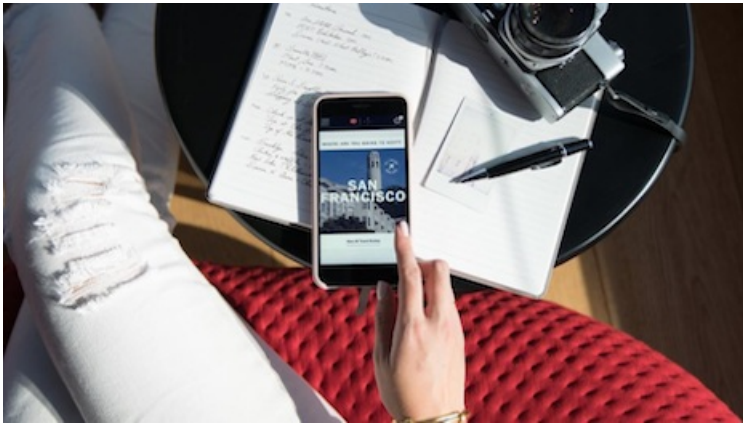
In doing so, Farfetch is looking to smooth the sales of luxury brands' goods in China through popular ecommerce and social platform WeChat. China has become one of the premier markets for luxury brands in recent years, and WeChat has often acted as the gateway for Western brands looking to penetrate the market.

WeChat boutiques

While China has become one of the most important markets for luxury in the world, brand are still negotiating how best to target and engage with Chinese consumers.

For one thing, many of the traditional digital platforms that work in the rest of the world, such as Google or Instagram, are not available in China.

Instead, many brands have turned to WeChat, one of the most popular social networks in China that also collaborates with brands and allows customers to shop through its platform.



WeChat Pay is now becoming more accessible, with even DFS locations at San Francisco's international airport. Image credit: DFS Group

WeChat has been one of the best paths for Western luxury brands to target Chinese consumers. Now, Farfetch is hoping that its acquisition of CuriosityChina will help it facilitate commerce between Western brands and customers in China.

Under the new partnership, Farfetch will be able to set up digital boutiques on WeChat for specific Western brands. Chinese WeChat users will be able to visit these boutiques and have access to a wide range of products from the brands represented by Farfetch.

Farfetch already has its own WeChat store, but now it will be able to help brands create individual brand boutiques to provide a more unified ecommerce experience.

Chinese luxury

Farfetch is not the only Western luxury company that has been working with WeChat.

For instance, Italian fashion label Tod's partnered with WeChat and influencer Mr. Bags for a new digital pop-up shop.

The pop-up combines editorial content with shopping, allowing customers to learn more about the products and their creation before making the purchase directly through WeChat. The collaboration emphasizes not only the importance of ecommerce but also the continued crossover between European luxury and China ([see story](#)).



Tod's digital pop-up combines editorial content and shopping. Image credit: Tod's

Similarly, French department store chain Galeries Lafayette embraced mobile payment solutions by allowing international consumers to pay in-store with WeChat Pay.

Galeries Lafayette attracts more than 15 million visitors from around the world each year, meaning that the retailer must be accommodating to the various preferences and expectations of foreign consumers. As of Sept. 25, Galeries Lafayette became the first offline retailer in Europe to accept WeChat Pay at its Boulevard Haussmann and BHV Marais flagship stores in Paris ([see story](#)).

Farfetch's acquisition of CuriosityChina puts it on course to make even greater use of WeChat as a gateway for Western luxury brands to reach valuable Chinese consumers.

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