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VIP.com broadens international commerce with 10 new brand partnerships

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VIP.com hopes to triple sales of U.S. goods in China by 2020. Image credit: Vipshop

By STAFF REPORTS

Chinese ecommerce platform VIP.com has signed 10 new brands in the last six weeks with an aim towards broadening its portfolio of U.S.-based brands.

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The platform boasts a huge stable of Chinese consumers, who are an incredibly valuable market for luxury brands today. By working with Chinese platforms such as VIP.com, non-Chinese brands are able to engage with a massive, luxury-hungry new audience.

"The Chinese digital consumer is loyal, curious and economically empowered, with a growing appetite for international brands," said Hillary Wang, head of global buying at VIP.com, in a statement. "We see this as a window of opportunity for U.S. companies to achieve sales growth and adjacent product expansion."

Global expansion

VIP.com reaches a shopper base of 300 million Chinese consumers with potentially more on the way as the company grows.

In light of this vast reach and the difficulty some non-Chinese brands can encounter when targeting Chinese consumers, VIP.com is emerging as one of the more notable platforms for those brands to work with.

Now, with the announcement of 10 new brands signed in the past few weeks, it seems that VIP.com is getting more Western brands on board.

The company is hoping to triple sale of U.S. goods to China to \$6 billion by 2020, and the signing of new brands is the first step towards reaching that goal.



VIP.com signed 10 new brands in the last six weeks. Image credit: VIPshop

Most of VIP's sales come from China's tier two and tier three cities. These less populous cities have residents that have growing wealth and disposable income, but they are often left with fewer bricks-and-mortar options than bigger locations such as Shanghai or Beijing, since international brands may not expand their physical footprints to these places.

Without the ability to shop in-store for Western brands, these consumers use ecommerce to buy items such as fashion and beauty ([see story](#)).

"Chinese consumers are hungry for new and undiscovered international brands," Ms. Wang said. "We believe that bringing these companies to the Chinese digital market gives them with a chance to jump-start their businesses in a way that they cannot in other markets."

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