

APPAREL AND ACCESSORIES

Canali brings its Italian designs to Chinese ecommerce

September 14, 2018



Canali's fall and winter collection are available on Secoo. Image credit: Canali

By STAFF REPORTS

Italian menswear brand Canali is entering a new partnership that will see its designs sold on ecommerce hub Secoo.

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The Canali online store has gone live on Sept. 14, offering a variety of high-end menswear such as suits, coats, knitwear, jackets, shirts, pants and accessories. Secoo's Canali offering will reflect the fall/winter 2018 collection that is available in stores.

Ecommerce and Canali

Canali is hoping to bring its collection to a wider audience through Secoo's omnichannel offerings.

The fall/winter collection features items such as an ultra-light single-layer canvas blazer, asymmetric pea coats, military-style parkas with wide hoods, sheepskin leather jackets with oversize collars, lightweight carryalls and double monk strap shoes.

While, Secoo has an omnichannel ecommerce business, it has also expanded into bricks-and-mortar with physical presences in China, Hong Kong, and Malaysia.

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What a better occasion to update your wardrobe than the end of summer? New projects and ideas deserve a style renovation that reaffirms with determination your personality. #suit #menswear #blue #mensfashion #business #fall

A post shared by Canali (@canali1934) on Sep 11, 2018 at 7:43am PDT

"Last year, Canali was the second best-selling brand in SKP, Beijing's largest offline luxury shopping mall," said Secoo in a statement. "This remarkable performance indicates the importance of the menswear market and the increasing brand awareness.

"With Secoo's database of 20 million high-end members, we have found an exceptional opportunity to accelerate Canali's penetration of this large and growing market alongside our distinguished luxury ecommerce platform."

Canali also recently promoted its latest collection of comfortable, breathable suits with a short film inspired by the high-flying stunts of parkour.

Titled "The Race," the film follows two men wearing Canali's new Impeccable 2.0 suits as they deftly race through the wilderness, the city and other locales to be the first to reach their office. The acrobatic moves performed by the actors are meant to highlight the comfort and flexibility of the brand's new suits ([see story](#)).

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