

RETAIL

Ssense shoppable in English, French, Japanese and now Chinese

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Ssense launches in China. Image credit: Ssense

By STAFF REPORTS

Online retailer Ssense is expanding with a new launch in China, now making its platform available in four different languages.

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As China continues to become a growing force in luxury consumption, many online retailers are launching their own platforms in the region. Ssense is bringing its ecommerce platform to Chinese buyers, with simplified Chinese and integrated fees.

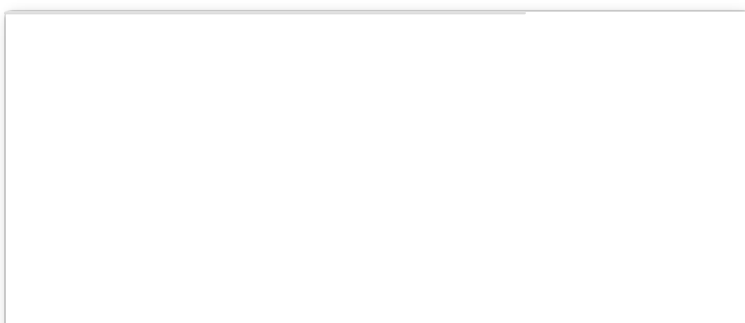
Four languages

Ssense is now providing product descriptions, customer service and more in simplified Chinese.

The retail experience has also integrated duties and taxes included within the product price directly within the platforms. This means Chinese users will be able to avoid import fees and Ssense will be able to deliver their orders faster.

Mandarin-speaking customer service representatives have also been integrated into Ssense's phone lines, available during the week and 8 a.m. to 4 p.m. on the weekends.

In an editorial piece entitled “囍,” the symbol for welcome, Ssense worked with Chinese models to celebrate the launch.



[View this post on Instagram](#)

Hello! SSENSE is now available in Chinese. We introduce our fourth language with an exclusive editorial by Rob Kulisek. 🇨🇳

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A post shared by SSENSE (@ssense) on Sep 24, 2018 at 7:27...

Instagram post from Ssense

The ecommerce platform also recently translated its digital shopping experience into a bricks-and-mortar flagship, becoming the latest luxury pure-play e-tailer to embrace a physical environment.

Located in Montréal, Ssense's outpost is intended to be a concrete complement to its ecommerce platform, complete with tech-infused customer services and editorial activations. While online retail is growing at a faster pace than the overall luxury market, upscale ecommerce platforms are finding a demand and opportunity for more traditional retail interactions ([see story](#)).

"The Hamptons have long been a weekend getaway destination for the upper echelon of New York City residents," the brand said in a statement. "Flocking to sandy stretches of beach like wasps to fresh cracked lobster claws, and away from the chaotic everyday.

"Just like the devices we tote around with us as extra appendages, so too must we recharge, reset, pause. Our needs have evolved into customs."

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