

RETAIL

VIP.com's Hillary Wang: Luxury Woman to Watch 2019

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Hillary Wang

By STAFF REPORTS

Luxury Daily annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Hillary Wang, head of global buying, [VIP.com](#), Guangzhou, China

"Unlike in the U.S. where online buyers are interested in speed, in China the storytelling around a brand is almost as important as the brand name itself"

What do you most like about your job?

I have the honor of meeting with some of the most influential luxury brands and their visionary leaders from around the globe.

I am very excited to be able to introduce them into the homes and lifestyles of the Chinese ecommerce consumer, who is loyal, growing and economically empowered.

It's an exhilarating time to be in this marketplace and to be part of this luxury phenomenon.

What is the biggest challenge in your work?

One of the most important aspects of our mission at VIP.com is to bring authentic, premier quality international brands to the Chinese consumer.

We know that to be successful over the long term, these new relationships must be built on trust. That's why we have invested in the technology to ensure efficient logistics and rigorous brand registration controls at every step of the supply chain.

What is your work priority for 2019?

To bring as many U.S. brands to the Chinese ecommerce consumer as possible.

We have been successful in introducing European and Australian companies to VIP.com.

While we are a large player, we also focus on curating the range of products available to our shoppers based on their profile and shopping history. This differentiates VIP.com from our competitors and serves as a launching pad for new brands entering the market.

What is your proudest achievement in luxury?

Being the third-largest and fastest-growing ecommerce platforms in China and accomplishing that as a luxury business.

We are on track to grow from \$2.2 billion in 2017 to \$6 billion in sales by 2020 by representing the likes of Tory Burch, Juicy Couture, Converse and Under Armour.

We're currently reaching some 300 million Chinese consumers who are 80 percent female, interested in quality and willing to pay for it.

Thanks to our parent company VIPShop receiving an equity stake from WeChat, a leading social media platform in China, VIP.com brands could access potentially 1 billion active users monthly in the future.

How do you see luxury evolving in 2019?

Unlike in the U.S. where online buyers are interested in speed, in China the storytelling around a brand is almost as important as the brand name itself.

Consumers seek information-rich product descriptions and will linger on luxurious details about the brand and adjacent products.

This level of engagement with the largest consumer market in the world presents an extraordinary growth opportunity for both established and emerging U.S. luxury companies.

[Please click here to see the entire Luxury Women to Watch 2019 list](#)

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