

APPAREL AND ACCESSORIES

## Valentino eyes growing Chinese ecommerce via Tmall debut

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Valentino staged its pre-fall show in Tokyo. Image credit: Valentino

By STAFF REPORTS

Italian fashion label Valentino is making itself more accessible to Chinese shoppers through the launch of a flagship store on Alibaba's Tmall Luxury Pavilion.

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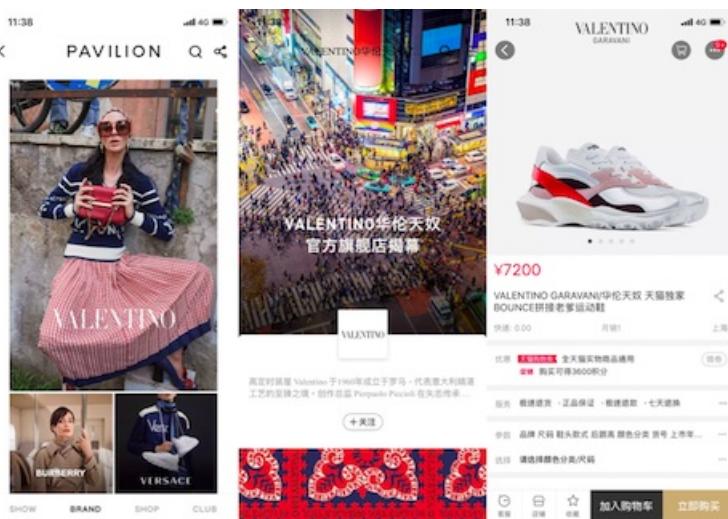
Valentino's store, which debuted on Nov. 27 with a livestream of the brand's pre-fall runway show, features women's wear and menswear including five exclusive styles. Per projections from Bain, Chinese millennial and Gen Z consumers are poised to make up 46 percent of the luxury business by 2025, making digital outreach to these groups imperative for luxury brands ([see story](#)).

### Online opportunity

Earlier this year, Valentino teamed up with Alibaba for a virtual reality retail experience.

The joint effort took the form of a virtual store, which was a representation of a real Valentino pop-up shop that customers can explore in virtual reality. Valentino created the virtual experience to promote its new line of Garavani Candystud bags ([see story](#)).

Now the brand is linking with Tmall for a permanent flagship. Valentino worked with Alibaba to design a storefront that reflects its branding and also encourages dwell time.



*Valentino store on Luxury Pavilion. Image credit: Alibaba*

The brand is also working with CGI influencer Noonoouri to promote its Tmall store, choosing her as the flagship's ambassador. The digital fashionista was on the scene at the pre-fall show and posted about the event on her Instagram account.

[View this post on Instagram](#)

as exclusive ambassador for Tmall Luxury Pavilion I am proud to announce that Valentino Flagshipstore has landed. a new era of luxury has just begun. sponsored #advertising . . @alibaba.group @lptmall @maisonvalentino @pppiccioli #alibaba #lptmall #LuxuryPavilion #Lpambassador #valentino #dolls #ValentinoTKY #dolls #luxury #noonoouri

*Instagram post from Noonouri*

"Valentino is a true luxury maison, and we are honored to have the brand on board," said Lili Chen, general manager of Tmall Luxury Pavilion, in a statement. "This launch goes beyond a simple cooperation.

"We experimented with new ways to build the campaign such as with the online store design, the fashion show livestream, and especially, sending' our newly appointed digital ambassador Noonouri to attend the Tokyo event in a dress by Valentino," she said. "All this effort is to help [the fashion house] engage and build emotional bonds with Chinese luxury consumers in a unique experience."

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