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## Tmall aims to further elevate ecommerce shopping with Maison concept

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*Bottega Veneta is one of the first brands to open on Maison. Image credit: Alibaba*

By STAFF REPORTS

Ecommerce giant Alibaba is giving luxury houses a new retail format within its Tmall Luxury Pavilion, which is designed to more thoroughly connect the online and offline shopping experience.

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A select group of heritage brands is being invited to build Maison storefronts, which enable them to have even more control over their presence on Luxury Pavilion. Bottega Veneta, Valentino, Burberry, Tod's and Ermenegildo Zegna are among the first brands to launch Maison stores, allowing them to reach valuable Chinese shoppers in a more exclusive environment.

### House style

The Maison concept is featured as a separate tab of the Luxury Pavilion homepage. Here, the select group of brands can customize their own storefronts, allowing them to communicate their branding through touches such as content and design.

Maison brands will also get first access to Alibaba's technology capabilities, such as 3D pop-ups.

*Valentino launched a pop-up earlier this year that resembled a physical space*

"The Maison concept was designed so luxury brands could digitally embody their unique brand stories, heritage, savoir-faire and innovations, as well as their in-store atmosphere and energy," said Lili Chen, general manager of Tmall Luxury Pavilion, in a statement. "We're helping them engage with online luxury consumers mainly the always connected' generation of young consumers, but also consumers in lower-tier cities that rely on digital devices to buy luxury goods.

"We want to provide them with the best tailored, immersive shopping experience that they would get shopping in a brick-and-mortar store," she said.

Bottega Veneta opened its Luxury Pavilion flagship on Dec. 18. Among the products available is a blue BV Luna Bag exclusively launching on Tmall.

The Luxury Pavilion today counts 80 brands in categories including fashion, watches and beauty.

In 2018 the overall luxury business grew 5 percent to \$1.4 trillion, primarily propelled by rising demand from affluents in mainland China.

Luxury sales in mainland China alone grew 18 percent in 2018, according to the 17th edition of Bain & Company's Luxury Study, produced in partnership with Altagamma.

Currently, Chinese consumers are about a third of the luxury market, but Bain expects this to grow to 45 percent by 2025 ([see story](#)).

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