

RETAIL

Richemont teams with Alibaba on brand protection

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Richemont is fighting counterfeits with Alibaba. Image credit: Net-A-Porter

By STAFF REPORTS

Conglomerate Richemont is joining ecommerce giant Alibaba's Anti-Counterfeiting Alliance, becoming the latest luxury company to link up with the Chinese firm on intellectual property efforts.

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The AACA works to prevent IP theft both online and offline in China, where counterfeiting is a major concern. Through this move, Richemont is strengthening its relationship with Alibaba, following the signing of a joint ecommerce venture in October.

Countering counterfeits

Richemont has pledged its expertise, technology and information to Alibaba to aid its efforts to identify and curb counterfeiting. The company's portfolio includes brands such as Chloé, Cartier and Montblanc.

Launched in 2017 with 30 members, the AACA now includes 115 partners including Swarovski, L'Oreal and Louis Vuitton.

An offline AACA investigation with Louis Vuitton led Alibaba to find and seize \$14.4 million worth of counterfeit goods.

"The protection of intellectual property rights requires all stakeholders to work closely together and share their expertise," said Michael Yao, senior vice president and head of brand protection and cooperation at Alibaba, in a statement.

"The AACA will continue its efforts to establish industry best practices for IP protection by creating effective collaboration among brands, platforms and law enforcement."



Cartier's Juste un Clou line. Image credit: Cartier

Richemont's Yoox Net-A-Porter Group is strengthening its digital presence in China by teaming up with local ecommerce giant Alibaba.

Through a joint venture signed on Oct. 26, the retail company will launch Net-A-Porter and Mr Porter stores on Alibaba's Tmall Luxury Pavilion, taking advantage of Alibaba's expertise in marketing and ecommerce operations in China. This partnership comes as Chinese ecommerce sites continue to ramp up their efforts in the luxury market, catering to the growing appetite and customer base for high-end goods in the nation ([see story](#)).

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