

TRAVEL AND HOSPITALITY

Farfetch, JD.com expand partnership for control in Chinese luxury

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JD.com's Toplife will be a part of Farfetch. Image credit: JD.com

By STAFF REPORTS

Ecommerce luxury retailer Farfetch is working with online Chinese shop JD.com for better access to China's luxury shopper market.

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The two entities are expanding on their partnership to build what they are calling "the Premier Luxury Gateway to China." JD.com's luxury-specific Toplife entity will merge into Farfetch's China edition.

"This win-win collaboration is a key development in our ongoing relationship with Farfetch," said Jon Liao, chief strategy officer of JD.com, in a statement. "We are combining the best of global and local market expertise in the luxury segment.

"This is an important step for JD.com in developing its global fashion and luxury ecosystem," he said. "In just over a year of operation, Toplife has worked with many of the world's top brands, and has grown to become the platform of choice among China's discerning luxury consumers and brands.

"Luxury is an integral part of our fashion offering, and we are excited to work together with Farfetch to create the ultimate destination for luxury shopping in China."

Ecommerce in China

As part of the agreement, JD.com's customers will have access to the Farfetch brand network on the former's mobile application, giving Farfetch "level 1" access to the JD.com app.

Chinese consumers were previously given better access to Farfetch's curated offerings thanks to a \$397 million investment from JD.com in 2017.

JD.com's investment into Farfetch helps the retailer to further develop its presence in the \$80 billion Chinese market. Farfetch previously operated in China prior to the agreement and is the ecommerce partner of 200 luxury brands and more than 500 multi-brand boutiques, but JD.com's local knowledge will ensure Farfetch's continued success in the market ([see story](#)).



JD.com's Toplife launch on IG

With the expansion on the partnership, JD.com will now have access to Farfetch's logistics and technology platform, which has been strengthened thanks to the latter's CuriosityChina acquisition ([see story](#)).

"We are delighted to build on our relationship with JD.com, and bring to market an unrivaled solution for luxury brands to succeed in the Chinese market," said Jos Neves, founder, CEO and co-chairman of Farfetch, in a statement. "We believe our Level 1 access with JD.com closes the circle' and will be transformational for the luxury industry's digital landscape in China.

"With this agreement, and our previous strategic investments in China including our acquisition of CuriosityChina, we now offer luxury brands a one-stop solution to develop their digital strategies in accessing the engaged and sophisticated audience in this important market," he said. "Today we mark the launch of what I believe is the Premier Luxury Gateway to China."