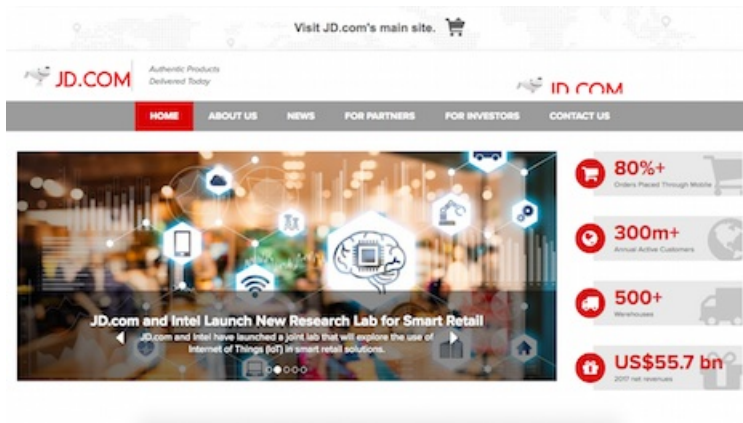


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## JD.com develops small storefront on Google Express

March 6, 2019



*JD.com's online platform*

By STAFF REPORTS

Chinese commerce site JD.com has launched a store on United States-based shopping site Google Express.

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Joybuy, the JD.com Google Express store, is one of ongoing missions in an attempt to compete with Alibaba and helps Google compete with Amazon. The store focuses on less expensive items from unique brands.

### Ecommerce competition

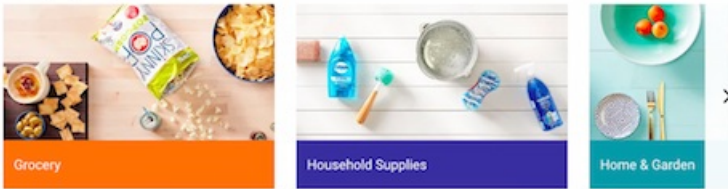
In June of last year, Google agreed to invest \$550 million in JD.com, and this is the first that has come from the two working together.

While the endeavor has been kept fairly quiet, experts have learned that 500 items from JD.com's Joybuy house will be available on Google Express with more to come in the future.

"What we can share at this stage is that we are conducting test operations during this early phase," said a JD.com spokeswoman in an email to Reuters.

Offerings include smaller items such as battery chargers, dashboard phone mounts and electric kettles, according to Reuters.

Shop by department



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### *Google Express shop*

Google and JD.com's relationship helps the former enter the lucrative Chinese retail market, a region where its platform is inaccessible.

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

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 ([see story](#)).

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