

RETAIL

Tmall extends to Taobao to serve users newest products

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The Tiffany PaperFlowers collection is one of many collections that have premiered on Tmall's Luxury Pavilion. Image credit: Alibaba

By STAFF REPORTS

Alibaba's Tmall is looking to further its expansion, adding a personalized recommendation feature within its marketplace application Taobao for new products.

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Branded within the Taobao marketplace platform, a new feature will showcase the newest products on Tmall in a tab named "Tmall New Products." Users will be able to browse items that have just hit the market, tailored to their tastes.

Branching out

Labels who have partnered with Tmall will now have an additional platform for their products to be seen on Taobao, which Alibaba states has roughly 700 million active monthly users. The marketplace allows for peer-to-peer selling, but the partnership with Tmall will allow users to see the latest products the latter has to offer, for added visibility for partnered brands.

"Building on our strong track record, we will continue to invest heavily in 2019 to help Tmall brands and merchants attract traffic and infuse innovation into their supply chain management, product development and cross-disciplinary collaboration," Jiang Fan, president of Taobao and Tmall, in a statement. "Our goal is for Tmall to become the top launchpad for global brands' debuts. We will provide the necessary support to brands to make their product launches more effective, on target and successful."

Alibaba also states that Taobao is opened 7.8 times a day.



Tmall's integration with Taobao. Image credit: Alibaba

This new integration builds on the marketing solution Hey Box, through which Taobao users can search for new Tmall goods. Some recent brand partners for Hey Box were Kiehl's, Giorgio Armani Beauty and YSL Beauty.

The ecommerce giant also recently hoped to give luxury houses a new retail format within its Tmall Luxury Pavilion, which is designed to more thoroughly connect the online and offline shopping experience.

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 (see story).

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