

RETAIL

## Secoo taps blogger to curate shoppable closet

April 23, 2019



*Secoo's Experience Center in Beijing. Image credit: Secoo*

By STAFF REPORTS

Chinese ecommerce site Secoo is taking influencer content offline with the opening of an exhibit in partnership with blogger Becky.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

From April 20 to May 4, consumers will have the chance to visit and shop "Becky's Mobile Walk-In Closet" at Secoo's bricks-and-mortar experience center in Beijing. This is the latest effort from the company to bridge the online and offline, as Secoo aims to engage consumers seamlessly across channels.

Becky's buys

This closet experience is part of a larger Secoo exhibition involving thousands of bloggers.

For the Becky's closet experience, Secoo teamed up with more than 100 brand partners to create a lifestyle representation of the blogger's personal style. All of the merchandise featured is available for purchase via QR codes.

Becky made an appearance at the closet to talk to fans, connecting with them in a physical environment. The blogger also worked with Secoo on a WeChat mini program that includes purchasing.

"This event is a brand new online and offline purchasing scenario based on the characteristics of the fashion blogger," said Candy Xiong, general manager of Secoo's International Brand Center, in a statement. "Secoo integrates multiple resources and brings in the data to support many brands, such as top digital platform Sina and Tencent.

"Secoo, breaking the traditional marketing models where fashion bloggers promote sales through distribution channel only, present bloggers' real life authentically, which is consistent with our integrated online and offline comprehensive service model," she said. "The idea of 'devoted to you' is the brand vision of Secoo and this event has further elevated that idea."



*Secoo is looking to make ecommerce experiential. Image credit: Secoo*

While influencer campaigns are popular all over the world, in Asia these campaigns carry much more weight.

According to data from Launchmetrics, influencers in the East make up 53.4 percent of share of value by voice, while celebrities only make up 7.8 percent and media 38.8 percent. Brands are tapping influencers for more sales-related purposes in the East, while in the West, marketers are focusing on building brand equity ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.