

APPAREL AND ACCESSORIES

## Secoo, Spring Studios partner for luxury marketing initiatives

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*Secoo is focusing on luxury marketing with Spring. Image credit: Secoo*

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By STAFF REPORTS

Ecommerce platform Secoo has entered into an agreement with Spring Studios in New York for a variety of marketing and retail endeavors.

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Known for holding the fashion shows for New York Fashion Week, Spring Studios will host a variety of events for Secoo in locations beyond New York including Beverly Hills. The partnership will also give Secoo access to Spring's media partners.

### Partnerships and growth

Secoo and Spring will launch a variety of initiatives around their partnership, including activations during the Tribeca Film Festival, Independent Art Fair and NYFW.

The ecommerce site will not only allow access to Spring media partners but also top executives and designers in fashion.

Secoo's agreement will focus on digital and offline luxury marketing, collaborations with influencers and growing worldwide memberships.

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[View this post on Instagram](#)

Which #mood are you this Friday tag yourself as Anna, Lupita, or Naomi. From @calvinklein at Spring, February 2014.

A post shared by Spring (@springstudios) on Apr 12, 2019 at 9:00am PDT

### *Instagram post from Spring*

"We're pleased to announce this strategic partnership with Spring, the agreement broadens our international presence, fostering creative connectivity with key influencers at the intersection of art, fashion, media and luxury brands," said Richard Li, chairman and CEO of Secoo, in a statement. "As we begin this collaborative journey with Spring, we look to further leverage our brands' strengths and infrastructure, further enhancing our reputation as China's premiere international luxury consumer marketplace.

"Our partnership pipeline remains healthy and will continue to seek further opportunities to work with KOL and industry leaders while promoting the company's diverse catalog of upscale products and lifestyle services," he said.

News of the agreement comes after Secoo revealed it was looking to advance its jewelry and watch business with the hire of Michele Sofisti as strategic advisor for the category.

Mr. Sofisti has previously held roles at Swatch, LVMH and Kering overseeing timepieces for brands such as Omega and Dior. Secoo's addition of Mr. Sofisti is part of its goal towards expanding its luxury offerings ([see story](#)).

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