

RETAIL

## Luisa Via Roma teams with Secoo for China reach

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*Secoo is bringing Luisa Via Roma fashion to its customers. Image courtesy of Secoo*

By STAFF REPORTS

Italian department store chain Luisa Via Roma is working with Chinese retailer Secoo to bring its fashions to China.

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Luisa Via Roma is bringing its selection of brands to China, expanding the selection on the platform. This partnership leverages Secoo's technology and Luisa Via Roma's relationships with about 500 brands to deliver fashion to Chinese shoppers.

"Through this cooperation with LVR, Secoo will bring luxury, limited, exclusive, fashion, major and emerging brands to China, delivering the most premium products to Secoo's high-end consumers and enhance the shopping experiences," said Federica Marchionni, international CEO and group CSO of Secoo, in a statement. "I am proud of this collaboration as we seek to uplift the offer and expand the business further.

"With Secoo's 27 million high-end consumers, the cooperation is a win-win strategy for both companies to capture emerging online opportunities in China and augment values to Chinese consumers. While Luisa Via Roma will enhance its brand awareness in China, Secoo will strengthen its luxury brand connection."

China ecommerce

While Luisa Via Roma originated in bricks-and-mortar in the 1930s, the company established an ecommerce channel in 1999, enabling it to reach a global clientele.

The retailer has two stores in Florence, but today the bulk of its business today is online, with 5 million monthly visitors to its site selling high-end fashion and home goods. Since it opened its ecommerce site in 1999, 95 percent of its revenue comes from digital sales ([see story](#)).

Luisa Via Roma and Secoo's cooperation agreement will begin in mid-June.



*Luisa Via Roma is linking with Secoo. Image courtesy of Secoo*

"Fashion is the most contemporary form of art in my opinion," said Andrea Panconesi, CEO of Luisa Via Roma, in a statement. "It represents the period you live in. It's like music, whether you're Chinese or European, you love music, you love the same sound, music doesn't have barriers.

"It doesn't have a nationality, fashion does the same."

In recent months, Secoo has forged partnerships with other Western companies for a wider international presence.

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

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 ([see story](#)).

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