

RETAIL

Alibaba celebrates mid-year shopping festival

June 3, 2019



Image credit: Tmall

By STAFF REPORTS

Alibaba is helping brands go deeper into China, with a new initiative bringing marketers into less developed areas of the country.

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The 618 Mid-year Shopping Festival on Tabao and Tmall is assisting brands in targeting emerging areas of China. The platforms will be heightening promotional resources for more than 200,000 brands and retailers to raise their awareness.

Mid-year Shopping Festival

Alibaba's festival is underway and will be ongoing until June 18.

The retailer announced that within the first hour of the festival, gross merchandise value was greater than that of the first 10 hours last year.

Alibaba states that branded products are doing the best, with brands such as Apple, L'Oreal and Lancme all having exceeded 100 million Chinese yuan, or \$14 million, in product sales within the first hour.

Tmall is releasing 1.5 million new products from brands, and products that already exist on its platform will be discounted.

Alibaba's flash sale site Juhuasuan will see themed group selling.

Tabao will offer live streaming for the release of new products, as well as daily deals.

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A post shared by Taobao (@taobao.official) on Apr 9, 2019 at 1:41am PDT

Instagram post from Taobao

"In addition to rising discretionary spending, consumers in China's less-developed regions are becoming more-sophisticated shoppers who are looking for lifestyle upgrades," said Jiang Fan, president of Taobao and Tmall, in a statement. "This increased consumption potential could mean bright prospects for our merchants.

"People in these areas might have less access to physical shopping facilities than those in big cities, and this year we are working closely with our partners to address their needs and offer them the same good quality products on our platforms with innovative and fun programs," he said.

This event fits within Alibaba's larger strategy of seeking to serve consumers new brands and products.

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

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 ([see story](#)).