

RETAIL

JD's Anniversary Sale reaches record as consumers sought new, premium products

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JD's Anniversary Sale results were up. Image credit: JD

By STAFF REPORTS

Chinese ecommerce giant JD.com saw record results during its June 18 Anniversary Sale, driven partly by consumers trading up to higher quality merchandise.

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Held from June 1 to 18, the annual festival saw total sales of \$29.2 billion. The key focus of this year's event was new products, as JD made it easier for consumers to discover new arrivals.

Record results

The festival commemorates the retailer's founding in 1998 through special sales and promotions. More than 90 percent of JD's brand partners debuted new products this year.

During the event, Prada Group launched on JD.com, taking advantage of the extra consumer attention. Farfetch also timed the launch of its store on JD for the festival ([see story](#)).



JD.com's Toplife will be a part of Farfetch. Image credit: JD.com

In the first 30 minutes of the event, beauty sales grew 170 percent year-over year.

Similarly, Armani saw its first half hour sales rise 400 percent, and Ralph Lauren's sales from the first 90 minutes grew 365 percent year-over-year.

JD noticed that during the sales, consumers in lower tier cities traded up, purchasing more like their counterparts in higher tier metropolitan areas. A greater portion of the lower tier city consumers were new than the overall average of new customers.

Beyond physical goods, the festival also drove purchases for services. During the event, 2.8 million consumers signed up for JD Plus memberships, which give access to perks at hotels around the world.

Consumers also made 7.6 times more international hotel bookings through JD during the event.

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