

FRAGRANCE AND PERSONAL CARE

Chanel seeks Chinese beauty buyers with Tmall store

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Chanel is bringing its beauty products to Tmall. Image credit: Chanel

By STAFF REPORTS

French fashion house Chanel is making its beauty and fragrance offerings more accessible to Chinese consumers with the launch of a store on Alibaba's Tmall Luxury Pavilion.

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The store is set to officially launch next month, but a pre-sale period that began July 5 has already attracted thousands of followers for the brand on the platform. While Chanel has been slower to adopt ecommerce than some of its luxury peers, it has embraced a digital approach towards selling its beauty products, which now extends to Tmall.

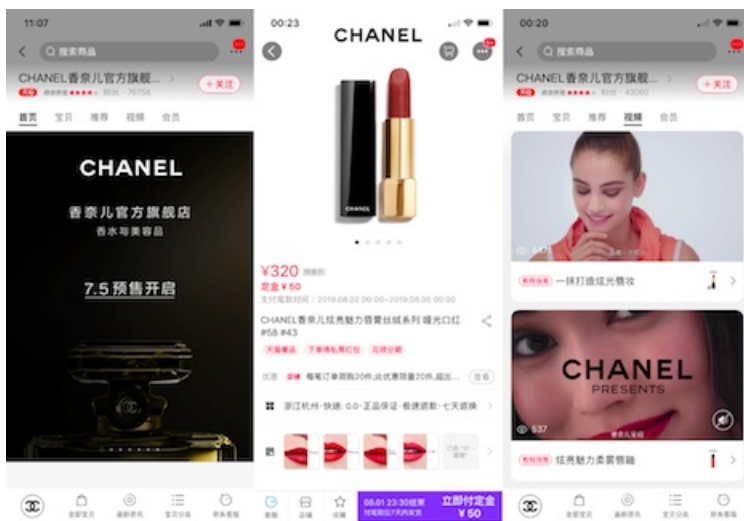
Chanel courts China

Chanel's store on Tmall will retail the brand's skincare, color cosmetics and perfumes, including its Rouge Coco Flash lipstick and Coco Mademoiselle scent.

The Tmall store is the only multi-brand online environment that will be carrying Chanel's beauty products in China. Aside from Luxury Pavilion, consumers in China can only shop the brand digitally via Chanel's direct-operated ecommerce site.

Translating the luxury beauty experience online, Chanel will be connecting shoppers with beauty advisors, enabling them to have a live consultation. Consumers can also join a membership program to receive perks such as invitations to special events or early access to samples of products.

In addition to services, the Tmall store will offer free shipping for all purchases.



Chanel's Tmall store. Image credit: Alibaba

Tmall is one of the key platforms for beauty brands in China. Last year, the retailer reported a 60 percent increase in beauty sales, reflecting the demand for online beauty shopping.

“In the past two years, we’ve seen significant growth in high-end beauty brands on our platform, from Givenchy, Giorgio Armani and YSL to Tom Ford, which joined us in April,” said Mike Hu, general manager of Tmall fast-moving consumer goods, in a statement. “And today, to welcome Chanel, one of the world’s most luxurious brands, to our platform is of paramount significance.”

Other luxury labels have seen success on Tmall.

Premium labels are turning to Alibaba’s Tmall to reach Chinese shoppers and ramp up their discoverability, with 86 percent of upscale beauty brands selling on the ecommerce platform. L2 notes that these labels are investing in their Tmall presence with content, marketing campaigns, chatbots and loyalty initiatives.

In April, YSL Beauty launched on Tmall’s Luxury Pavilion and sold more than 30 million yuan, or \$4.77 million in its first 14 hours. This broke the previously held record from Givenchy Beauty, which generated 29 million yuan in sales in a single day during its debut ([see story](#)).