

APPAREL AND ACCESSORIES

Michael Kors turns to Tmall for China reach

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Image from the Michael Kors Collection spring/summer 2019 campaign. Image courtesy of Michael Kors

By STAFF REPORTS

Fashion label Michael Kors is expanding its retail presence in China by launching its first third-party partnership with Tmall Luxury Pavilion.

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Michael Kors has 149 stores in mainland China, and it operates its own ecommerce site in the market, but Tmall's reach gives the brand access to millions of shoppers. Since launching in 2017, Alibaba's Luxury Pavilion has amassed a collection of more than 100 brands, as luxury labels seek to put themselves in front of an affluent Chinese audience.

"We are excited to launch our new Michael Kors digital flagship on Tmall and Tmall's Luxury Pavilion," said John D. Idol, chairman/CEO of Capri Holdings Limited, which owns Michael Kors. "Consumers are becoming more digitally engaged with luxury shopping in China, and Tmall Luxury Pavilion is the perfect venue for us to communicate Michael Kors' brand vision."

Teaming with Tmall

Michael Kors will be retailing its entire men's and women's ranges on Tmall. The brand is also giving Tmall shoppers exclusive access to certain products.

Leveraging the storefront on Luxury Pavilion, Michael Kors will use the platform to extend its efforts around key brand moments, such as New York Fashion Week this September.

"Michael Kors is an iconic, beloved brand and we are delighted to partner with them as they look to accelerate their momentum in the Chinese market," said Jiang Fan, president of Taobao and Tmall, in a statement. "This collaboration will bring both exciting products and elevated shopping experiences to the more than 700 million Chinese consumers on our platforms."



Michael Kors is joining Tmall. Image courtesy of Michael Kors

Along with Michael Kors, Tmall's Luxury Pavilion has recently added Zegna and Omega.

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

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 ([see story](#)).

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