

APPAREL AND ACCESSORIES

## Alibaba to bring "China Cool" to NYFW

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Tmall China Cool will showcase Chinese designers at NYFW. Image courtesy of Tmall

By STAFF REPORTS

Ecommerce giant Alibaba is working with New York Fashion Week to give Chinese designers a more global presence.

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During NYFW: The Shows, Tmall will be presenting both established and emerging labels at Spring Studios in a showcase dubbed "Tmall China Cool." Beyond NYFW, Tmall has plans to partner with the fashion weeks in Milan and Paris later this year as it aims to take Chinese fashion talent international.

"We are always looking for opportunities to reach new audiences through NYFW: The Shows," said Jennifer Taylor, vice president, global consulting and business development, with IMG's fashion group, in a statement. "Tmall's position as the leading B2C ecommerce platform in the China market is unrivaled.

"We are looking forward to partnering with Tmall to bring Tmall China Cool' to NYFW this September, delivering a fresh lineup of new talent and experiences to New York's fashion industry," she said.

### China to NYFW

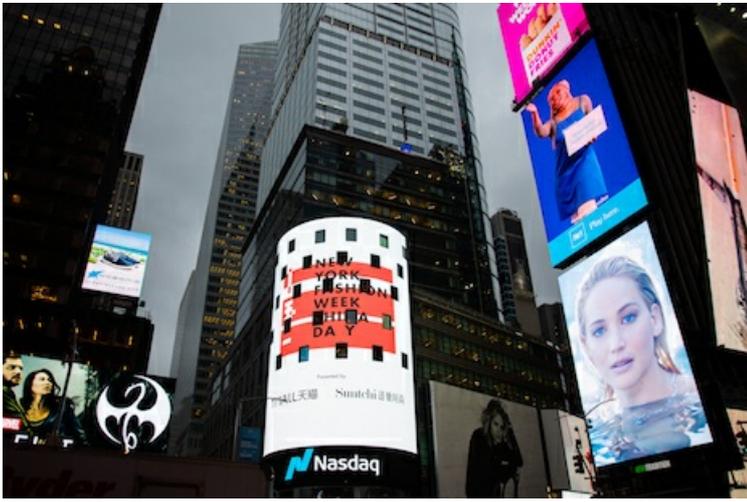
Tmall has been partnering with NYFW: The Shows since 2017. Last year, the retailer showcased fashion from Particle Fever, JNBY and Angel Chen.

This NYFW activation also included a see-now, buy-now shopping experience on Tmall. Consumers watching the shows from China could click to buy merchandise online.

"In joint partnership with NYFW: The Shows, Tmall will continue to champion talented brands and young designers in one of the most important fashion centers of the world," said Jessica Liu, general manager of Tmall fashion and luxury, in a statement.

"Chinese consumers are increasingly experimental and individualistic," she said. "They are driving this rising trend of China Cool,' where designs are focused on emphasizing authenticity and heritage.

"We are proud to support Chinese designers in their growth and contribution to new global trends."



*Times Square billboard for Tmall China Day in 2018. Image credit: Alizila*

Tmall also popped up at Opening Ceremony last September to bring brands such as traditional medicine maker Yunnan Baiyao and beauty label Shanghai Vive to New York shoppers.

Along with bringing Chinese designers to the New York event, Tmall has also worked to showcase American labels overseas.

In 2017, Tmall added some American designers to the roster for its see-now, buy-now runway show during its 11.11 Global Shopping Festival through its affiliation with New York Fashion Week. Among the brands chosen to participate in the November runway event that year were Opening Ceremony and Robert Geller ([see story](#)).

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