

RETAIL

Tapestry looks to Tmall to amplify Chinese ecommerce presence

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Yang Mi for Stuart Weitzman. Image courtesy of Stuart Weitzman

By STAFF REPORTS

U.S. fashion group Tapestry is making a play for Chinese luxury consumers through a new partnership with Alibaba's Tmall platform.

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Tapestry, which includes the Coach, Kate Spade and Stuart Weitzman brands, will be one of the companies to adopt Tmall's new Flagship Store 2.0 platform. Luxury labels have continued to leverage collaborative relationships with Tmall and other business-to-consumer platforms that offer large audiences and logistical support.

"Tapestry is committed to the Chinese market," said Jide Zeitlin, chairman/CEO at Tapestry, in a statement. "Given Tapestry's focus on customer experience, creating innovative strategic partnerships with leaders such as Tmall helps us to connect our unique lifestyle brands with the important fashion and digitally savvy Chinese consumer."

Tapestry and Tmall

Tmall's Flagship Store 2.0 is equipped with technology that allows brands to create custom content for a more elevated shopping experience.

As a result of this new relationship with Tmall, each Tapestry brand will have its own flagship store on Luxury Pavilion. Offerings will include Tmall-exclusive products, as well as personalized content and services tailored to consumers' preferences.

Additionally, Coach is participating in the Alibaba Anti-Counterfeiting Alliance to use technology to protect the brand against faux goods. Other prominent members of the AACA include Richemont, Swarovski, L'Oreal and Louis Vuitton.



Coach is one of Tapestry's brands. Image credit: Coach

Tapestry's data team will also be able to gain more analytical insights into the Chinese market as the group continues to focus on physical and digital retail in the region.

According to Gartner L2's 2019 "Digital IQ Index: Luxury China" report, luxury adoption of Chinese ecommerce stores is on the rise.

More than three-quarters of luxury fashion brands now have their own Chinese ecommerce shops, up from 58 percent in 2018. The preference is for brand-owned direct-to-consumer Web sites that allow labels to retain control over their products, branding and more ([see story](#)).

"Tmall is at the forefront of the fast-paced digital eco-system in China, highlighted by their innovative approach and consumer-centric attitude," Mr. Zeitlin said. "We look forward to growing our brands in China with this important new retail partnership and are excited to launch our brand flagships on Tmall's newest platform."

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