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Net-A-Porter set to make Tmall debut next month

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Net-A-Porter is launching on Tmall, and will retail other Richemont brands. Image credit: Cartier

By STAFF REPORTS

Swiss luxury group Richemont is debuting a Net-A-Porter flagship on Alibaba's Tmall Luxury Pavilion as it continues to cater to Chinese consumers.

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Net-A-Porter's flagship store launch campaign is set to start after China's Golden Week, in the second week of October. At launch, the store will retail 130 luxury and designer brands for men and women, including Brunello Cucinelli, Balmain, Jimmy Choo and Tom Ford, as well as Richemont brands such as Cartier and Montblanc.

"The unveiling of the Net-A-Porter flagship store on Tmall Luxury Pavilion is an important first step in the development of our long-term partnership with Alibaba," said Jrme Lambert, CEO of Richemont, in a statement. "Together, we seek to address the sophisticated needs of the Chinese luxury clientele and capture this unique growth opportunity.

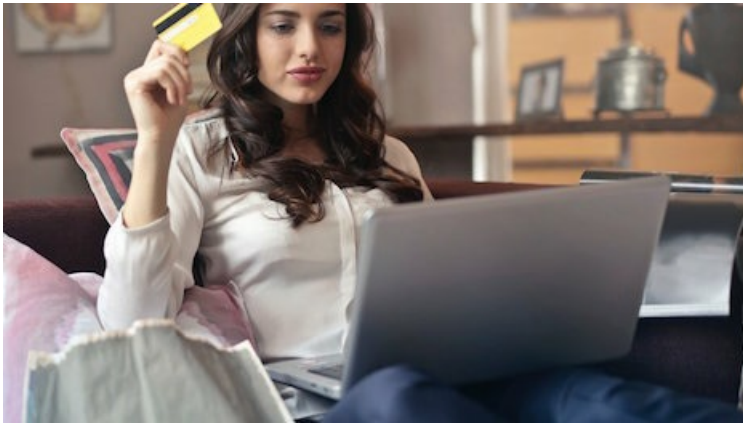
"This partnership will set new standards for the future of luxury online," he said. "We look forward to sharing the success of the Net-A-Porter flagship store with more brand partners as the joint venture evolves."

Richemont and Alibaba

Net-A-Porter and Mr Porter's Tmall flagship is a result of Richemont's partnership with the Chinese ecommerce giant.

The two companies announced the partnership in October 2018, but did not disclose the financial terms of the joint venture ([see story](#)).

Shoppers on Tmall will still be able to enjoy personalized experiences with Net-A-Porter, including VIP awards. Alibaba will be responsible for the technology infrastructure, marketing and payment services, including offering its mobile payment solution Alipay.



Alibaba opens door for Richemont and Yoox Net-A-Porter in China. Image credit: Luxury Society

According to Gartner L2's 2019 "Digital IQ Index: Luxury China" report, luxury adoption of Chinese ecommerce stores is on the rise. Brands that are more open to flexibility and collaboration are also partnering with Chinese business-to-consumer platforms that offer large audiences and logistical support.

Forty-four percent of fashion labels have flagships on Tmall, double the amount in 2017 ([see story](#)).

"The Chinese consumer is the engine of the global luxury market," said Jessica Liu, general manager of Tmall fashion and luxury, in a statement. "We are pleased to satisfy the Chinese consumer's continuous demand for international luxury goods through the launch of the Net-A-Porter flagship store, helping hundreds of its brands reach Alibaba's more than 670 million shoppers in China."

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