

RETAIL

Tmall's Singles' Day shines spotlight on sustainability

October 21, 2019



Burberry fashions at the Tmall Collection show. Image courtesy of Alibaba

By STAFF REPORTS

Alibaba's Tmall is including green action as part of its annual 11.11 Global Shopping Festival celebrations, seeking to reduce the environmental impact of the retail day.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

While Singles' Day is not until Nov. 11, Tmall sales kicked off on Oct. 21 with a live-streamed see-now, buy-now fashion show. With hundreds of millions of consumers expected to participate, Alibaba is putting a significant focus on lower tier cities for this year's event.

"Our goal is to stimulate consumption demand and support lifestyle upgrade in China through new brands and products," said Fan Jiang, president of Taobao and Tmall, in a statement. "We will enable merchants in China and around the world to grow their businesses through data-driven product innovation and consumer insights, as well as leverage our recommendation technology and content-driven user engagement to delight consumers in urban coastal cities and less-developed areas of China.

"Given its scale, minimizing environmental impact is essential and our technology will ensure it is a green 11.11 Global Shopping Festival," he said.

Shopping meets sustainability

Alibaba broadcast its Tmall Collection show across 17 online media channels. During the show, consumers could buy products from a variety of brands including Burberry and Johnnie Walker.

For this year's sale, 215 brands such as Shiseido, Lancme and YSL Beauty will be creating special merchandise. In total, Singles' Day on Tmall will see 200,000 brands participate, 22,000 of whom are international labels.

In addition to product releases, thousands of brands have upgraded their presence on the platform to a Tmall Flagship Store 2.0, which allows for more customization and immersive customer experiences such as augmented and virtual reality. Tom Ford and Giorgio Armani Beauty are among the brands that will debut a new flagship experience during 11.11.



M.A.C during the Tmall Collection show. Image courtesy of Alibaba

Alibaba expects 500 million consumers to shop on Nov. 11, up by about 100 million from last year. A significant portion of Alibaba's new customers are from lower tier cities, as these areas gain spending power.

Given the environmental impact of the festival, Alibaba is working to promote recycling. The retail group and its partners will set up a total 75,000 permanent recycling stations, and the company has designated Nov. 20 as National Cardboard Box Recycling Day.

"In the past 10 years, we've continued to set new GMV records, and with that our responsibility has grown," Mr. Jiang said. "For 11.11 this year, it will not only be about our GMV volumes but also about sustainable development."

Now in its 10th year, Singles' Day has established itself as the largest global shopping holiday of the year, with sales eclipsing Black Friday.

Celebrated every year on Nov. 11, retail giant Alibaba turned Singles' Day from a holiday for unmarried individuals into a discount-driven ecommerce extravaganza in 2009. In more recent years, Singles' Day has evolved into a more global, omnichannel affair, opening up opportunities for luxury brands to cater to consumers beyond China ([see story](#)).