

FRAGRANCE AND PERSONAL CARE

Christian Louboutin enters China's cosmetics market via Tmall

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Christian Louboutin Beauty on Tmall. Image credit: Tmall

By STAFF REPORTS

Christian Louboutin Beauty has entered the Chinese market with a flagship store on Tmall as it targets a fast-growing market for cosmetics and beauty products.

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The line sold exclusively on Alibaba-owned platform **Tmall** includes lipsticks, eye shadow, fragrance and nail polish. The lipsticks will include the Rouge Louboutin, a shade that is the brand's trademark red.

More than skin deep

The beauty products' launch in China comes in time for the holiday season.

As an incentive to encourage purchases, the brand will let consumers add preserved red roses and a custom-made greeting card to their lipstick purchases.

To further customize the process and add an element of surprise, customers can also have the option to deliver the card first and then the lipstick.

Younger Chinese consumers are using cosmetics at an earlier age than previous generations. They are also more affluent and have more discretionary income.

That demand, propelled by ecommerce and platforms such as Alibaba and Tmall, is generating tremendous growth for beauty care products in China, which will outstrip the United States as the biggest market for cosmetics in four years.



Christian Louboutin's Loubileopard holiday limited edition line of cosmetics. Image credit: Christian Louboutin

Christian Louboutin is known for its stiletto heels with red-lacquered soles, often contesting in court other brands' encroachment on its house style.

The company expanded into beauty care in 2012 and now also has handbags, with the similar house red on the inside.

LIKE MANY foreign luxury brands targeting China, Christian Louboutin Beauty opted for a digital presence on a leading ecommerce platform before deciding to open a bricks-and-mortar store, dedicated Chinese Web site or have wholesale distribution in local department stores.

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