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Targeting China, Cartier becomes first Richemont brand to open standalone boutique on Alibaba's Tmall

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Meeting Chinese shoppers where they are: Cartier's online boutique on Alibaba's Tmall Luxury Pavilion. Image courtesy of Tmall

By STAFF REPORTS

Four years after launching its Chinese ecommerce Web site, French jeweler Cartier has been emboldened to debut its official online flagship boutique on Alibaba Group's Tmall Luxury Pavilion.

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The Tmall boutique will next month offer Cartier collections comprising jewelry, watches and accessories. Two curated pre-launch collections will be offered worldwide on Tmall: the new Juste un Clou small model bracelet with diamonds and the new Guirlande chain wallet bag.

"Given the increasingly complex ecommerce landscape in China, this strategic launch will provide significant opportunities for Cartier to embrace China's fast-moving retail environment in order to further strengthen our commitment to our Chinese clients," said Cyrille Vigneron, president/CEO of Cartier International, in a statement.

Digital reach

To entice interest, Cartier will offer red-box engravings and door-to-door delivery service to the first 288 pre-launch customers through Cartier Bellboy.

In addition, Cartier will offer product engravings, gift packaging and Tmall co-services such as interest-free installment payments at launch and beyond.



The mobile interface of Cartier's store on Tmall Luxury Pavilion. Image courtesy of Alibaba's Tmall

Marketing will play a key role in getting the word out to China's highly digitally savvy audience.

Cartier has created the #LET'S CARTIER# hashtag on Weibo. Further, a grand opening ceremony is planned for next month with the Tmall Super Brand Day.

The Tmall Luxury Pavilion has plenty of brands that use the Alibaba service to reach China's young, affluent and aspiring wealthy audiences.

THE PLATFORM also complements luxury brands bricks-and-mortar store presence in China, and their dedicated ecommerce sites, such as Cartier's Cartier.cn.

"In today's luxury landscape, it is critical to engage with both Gen Z and classic luxury consumers, and providing consumers with the most personalized experience is a crucial step for the growth of luxury brands," said Mike Hu, general manager of Tmall fashion, luxury and FMCG, in a statement.

"As such, Cartier's Tmall flagship boutique will adopt the new Tmall Flagship Store 2.0 model, providing a virtually perfect brand experience for its targeted consumer groups," he said.

"Looking forward, we will help Cartier leverage Alibaba's Business Operating System to further upgrade its digital strategy."