

APPAREL AND ACCESSORIES

Kenzo is first LVMH fashion label to open on Alibaba's Tmall

January 22, 2020



LVMH-owned fashion label Kenzo launched a capsule Kung Fu Rat collection on Tmall's Luxury Pavilion. Image credit: Alibaba, Kenzo

By STAFF REPORTS

Kenzo has become the first LVMH-owned fashion label to launch a standalone store on Alibaba Group's Tmall Luxury Pavilion, marking its first alliance in China with an ecommerce provider.

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

Known for its signature tiger embroidery, Kenzo's flagship store on Tmall will sell ready-to-wear, footwear, bags and accessories collections.

Kenzo joins a host of LVMH brands on Tmall who do not sell fashion, but other beauty products, accessories and wine from Guerlain, Fresh, Benefit, Rimowa, Givenchy, Tag Heuer, Mot Hennessy and Zenith.

Mall rat

Founded in 2017, Tmall's Luxury Pavilion is Alibaba's dedicated platform for luxury and premium brands. It most recently added Cartier to its mix of 150 brands ([see story](#)) that span Chanel, Bottega Veneta, Valentino, Alexandra McQueen, Stella McCartney, Moschino, Burberry, Tod's, Marni, Breitling, Michael Kors and MCM.

Net-A-Porter, a Richemont-owned online retailer, last September launched a flagship store on Tmall's Luxury Pavilion to sell brands such as Balmain, Chloe, Jimmy Choo and Montblanc.

A special collection marks Kenzo's presence on Tmall.

The brand introduced a Chinese New Year capsule collection inspired by kung fu that includes T-shirts, jumpers, trainers and backpacks.

In fact, two items from the collection a red cap and a zipped card case were exclusively debuted worldwide on the Tmall Luxury Pavilion.

The Kenzo Kung Fu Rat character is a nod to the zodiac animal of the new Chinese Lunar Year.



The Kenzo Kung Fu Rat. Image credit: Alibaba, Kenzo

ENGAGING TMALL Luxury Pavilion's young audience to shop is key.

To that effect, Kenzo launched a Kung Fu Rat-themed animation and interactive racing game inspired by 1950s comics and martial arts movies from the '70s.

Pavilion users can play the game featuring Kung Fu Rat and his Chinese-zodiac companions in a race across a hand-painted landscape for a chance to win special perks and benefits.

Kenzo is also offering some of its first Pavilion customers special-edition boxes for purchases, in addition to interest-free, flexible payment options through Alibaba-owned Ant Financial's consumer-lending service, Huabei.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.