

RETAIL

Lanvin enters China ecommerce market with Secoo online store

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Lanvin's spring summer 2020 campaign. Image credit: Lanvin

By LUXURY DAILY NEWS SERVICE

Lanvin has opened its online flagship store in China on the Secoo platform, a move that comes two years after Chinese conglomerate Fosun Fashion Group bought the oldest French fashion house still in operation.

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The ecommerce debut of Lanvin in that region is part of a multibrand cooperation that Fosun has with Secoo Group, currently one of the leading retailers of luxury goods in the Greater China region.

"This collaboration reinforces our strategy and commitment to bringing the best brands and selections to our discerning consumer," said Li Rixue, Secoo founder/chairman and group CEO, in a statement from Beijing.

Luxury brands are increasingly opening online boutiques on audience-rich platforms such as Secoo and Tmall's Luxury Pavilion to supplement their own local direct-to-consumer ecommerce efforts. More recently, [Kenzo](#), [Cartier](#), [Christian Louboutin](#) and [Net-A-Porter](#) debuted on Tmall's Luxury Pavilion.

Online good

[Secoo](#) will debut Lanvin's spring/summer 2020 men and women's collections designed by creative director Bruno Sialelli.

The women's collection takes its inspiration from the jet-set era, and the men's is a twist on the idea of summer holidays.

Lanvin has had its ups and downs in recent years, but Mr. Sialelli is trying to inject creative flourish to the brand. For example, Lanvin paid tribute five months ago to a classic cartoon character in a playful new collection that touched on the label's heritage.

Mr. Sialelli named Babar the Elephant as Lanvin's new mascot. The creators of both Lanvin and Babar, Jeanne Lanvin and Jean de Brunhoff, respectively, were first inspired by their children ([see story](#)).

Now that magic has to transfer to China, a region with tremendous growth potential for fashion and luxury goods, but under siege currently from the coruscating coronavirus.

Giving the current environment, getting the word out to young affluent, digitally savvy Chinese consumers on Lanvin's Secoo presence is key.

Secoo has produced an original Lanvin content video for its platform and for both companies' social media outlets. The idea is to reach the more than 30 million premium members signed up to Secoo.



Looks from the Lanvin spring/summer 2020 campaign. Image courtesy of Lanvin

THE LANVIN DEAL comes two months after Secoo has formed the Global Luxury Consumption Alliance with Ultrain to use blockchain and artificial intelligence for luxury goods authentication and transactions veracity.

The Global Luxury Consumption Alliance Chain is looking to work with luxury business stakeholders including brands, designers, online and offline retailers, and regulators and customs officials, as well as end-customers to deal with logistics and authenticity issues in luxury goods ([see story](#)).

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