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China's Secoo introduces two-hour delivery service for luxury goods on its ecommerce platform

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The English-language version of Secoo's homepage. Image credit: Secoo

By LUXURY DAILY NEWS SERVICE

Chinese online retailer Secoo has debuted its two-hour delivery service in Beijing, thus further collapsing the time between product order and fulfillment in a highly demanding China luxury landscape.

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The express delivery service came just in time for Valentine's Day orders in China, a country under siege from the coronavirus threat and the resultant clampdown on daily life routines and work. It also adds to the rivalry with ecommerce competitor Alibaba Group's Tmall Luxury Pavilion.

Secoo's new offering comes days after it welcomed Lanvin to its ecommerce platform as the French fashion house seeks to tap the online retail market in China ([see story](#)).

Rapid gratification

Secoo rolled out its service first in the nation's capital of Beijing, with plans to expand to other major metropolitan areas.

The platform is targeting busy customers who expect rapid delivery of products once the order is placed.

China is among the most tech-savvy markets for luxury goods and services, with customers setting high expectations for delivery time.

Consumers can select the express delivery option from the Secoo app's homepage where products available for that service are listed. Delivery time ranges from 9 a.m. to 5 p.m., with orders afterwards fulfilled by noon next day.

Brands such as Prada and its Miu Miu label, Gucci and Salvatore Ferragamo are offered for two-hour express delivery.

Merchandise available under this service includes beauty products, jewelry, accessories, nutritional items and handbags. They are all stocked in Secoo's Beijing distribution center and retail stores.

Customers who buy from Secoo can verify the authenticity of the products through its online authentication service.

Plans call for growing the product categories, vendors and brands available for express delivery service.

GIVEN THE current health crisis, the Secoo warehouse is disinfected more than four times a day to allay customer fears of the coronavirus being transmitted. It is also compulsory for all warehouse staff and delivery personnel to wear masks and gloves.

Secoo said it recently donated \$143,000 (1 million RMB) to China's Soong Ching Ling Foundation to support the national prevention and control of the coronavirus.

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