Montblanc, upping China presence, follows Richemont sibling Cartier with flagship store on Tmall Luxury Pavilion

April 17, 2020

Montblanc has opened a flagship store on China's Tmall Luxury Pavilion, joining a slew of European luxury brands targeting Chinese ecommerce business. Image courtesy of Montblanc, Alibaba

By LUXURY DAILY NEWS SERVICE

Germany's Montblanc is accelerating its ecommerce strategy in China with the launch of its flagship store on Alibaba Group's Tmall Luxury Pavilion for luxury and premium brands.

The maker of writing instruments, leather goods, watches and accessories will follow sibling Richemont brand Cartier in inaugurating a Tmall presence to complement its five-year-old Chinese Web site and bricks-and-mortar stores.

"The Tmall flagship store marks a milestone within the maison's ecommerce strategy," said Daniel Chang, CEO of Montblanc China, in a statement.

"We will seize this opportunity to create new experiences and more effectively communicate with young consumers in more innovative and interactive ways," he said.

With Montblanc, Richemont will now have four properties present on Tmall Luxury Pavilion, including Cartier, Swiss watchmaker and jeweler Piaget and British online retailer Net-A-Porter.
The Montblanc MTB 01 headphones will be offered on its Tmall Luxury Pavilion for a limited time. Image courtesy of Montblanc, Alibaba

Writing on the wall
Montblanc’s arrival on Tmall comes soon after Italian brands Prada and its Miu Miu subbrand, along with all of the Giorgio Armani labels debuted on the Chinese ecommerce platform to tap one of the world’s most digitally savvy markets.

At launch, the Tmall store will offer a full range of Montblanc products including the exclusive debut of the new Montblanc MTB 01, the brand’s Maison’s first wireless over-ear headphones and the Meisterstück Le Petit Prince writing instruments. Both products will be offered for a limited time.

The Tmall store will mirror Montblanc’s physical stores with personalization services such as gift-wrapping, lettering and embossing, in addition to speedy delivery of merchandise.

Alongside that development, the Montblanc Tmall Brand Hub and Brand Zone will go live to offer brand stories,
real-time news and exclusive activities to engage the Chinese audience. New product releases will also be announced via this brand zone.

Montblanc offers its full range of products in its Tmall Luxury Pavilion store, thus treating the channel with the same respect as its Chinese site at Montblanc.cn and bricks-and-mortar stores. Image courtesy of Montblanc, Alibaba

China now assumes more importance to luxury brands' bottom lines as the country recovers faster than the West from the COVID-19 coronavirus that originated in the Chinese city of Wuhan.

Reports indicate that Chinese shoppers are resuming their purchases of luxury goods as lockdown restrictions over movement are loosened. Regardless, Chinese wholesale embrace of ecommerce itself is an incentive for brands to add a store on Tmall.

IN JANUARY, Cartier opened its flagship store on Tmall Luxury Pavilion. The French jeweler offers watches, jewelry, leather goods and accessories, with the same personalization services as delivered on its dedicated ecommerce
site and bricks-and-mortar stores (see story).

Emboldened by that move, Richemont gave the nod to Montblanc to increase its Chinese ecommerce support.

"The year 2020 is an important year for Montblanc as well as for our digital movement to continue leading the way in luxury business lifestyle," Mr. Chang said.