

APPAREL AND ACCESSORIES

Gucci launches on Douyin in play to reach Chinese millennials and Gen Z

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Gucci's latest released #accidentalinfluencer campaign video was tailored for the brand's launch on Douyin. Image credit: Gucci

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Gucci announced it is launching on the short video app platform Douyin the Chinese version of [TikTok](#).

[Kering's](#) crown jewel will follow [Prada](#) on to the platform, which is reported to have more than 400 million daily users.

Launched in 2016 by parent company Bytedance, Douyin is more advanced than its global counterpart, particularly in the area of [ecommerce](#).

The channel will see Gucci sharing brand legacy videos and stories to attract a teenage audience with money to spend. It is hardly a surprise, then, to see an innovative luxury leader like Gucci move into this sector given its reliance on [Chinese Gen Zers](#).

The Jing Take:

Gucci sales figures were shown to have plummeted in the latest Kering financial report for the first quarter in 2020.

Up until recently, Gucci had been on a seemingly unstoppable rise under the creative direction of Alessandro Michele. In reality, however, sales have been on a slight decline since late 2018.

The appointment of [Daniel Lee at Bottega Veneta](#), alongside other exciting power moves at luxury brands outside Kering's group, such as Prada and [Louis Vuitton](#), have further distracted Gucci's target market.

As for Douyin, it is an organic expansion of Gucci's precocious China strategy that aims to build and diversify its online community.

While other luxury brands such as Valentino and Marc Jacobs have announced collection launches for the e-game, [Animal Crossing](#) (currently unavailable in China), Gucci is leading the pack by opting to tap into the popularity of video and livestreaming in China.

The move further illustrates that Gucci is willing to change to retain and increase the number of customers.

The verdict? It should be a hit among its biggest fans: **Chinese millennials** and Gen-Zers who love short-video formats.

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