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## Tmall Luxury launches Gen Z-friendly features for brands

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*Tmall Luxury is embracing livestreaming. Image credit: Tmall*

By LUXURY DAILY NEWS SERVICE

China ecommerce giant Alibaba's Tmall Luxury is launching new features to help brands better reach young Chinese affluents.

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The new features range from live streaming, editorial content and personalization, playing to trends beloved by Generation Z consumers. These younger shoppers are one of the driving forces of China's luxury industry.

### Live streaming and personalization

About 80 percent of Tmall Luxury's consumers are 35 years old or younger, and the number of shoppers between 18 and 25 years old more than doubled between July 2018 and July 2019.

Luxury brands including Valentino, Balenciaga and Hugo Boss collaborate with Tmall to reach this audience.

"By providing Tmall's unparalleled analytics and insights on luxury consumption in China, we empower luxury brands with a deeper and more accurate understanding of local consumer preferences," said Mike Hu, Alibaba Group vice president and general manager of Tmall Luxury, Fashion and FMCG, in a statement. "These insights allow luxury brands to precisely tailor their communications to Chinese young audiences, while staying true to their brand identities."

Tmall Luxury's new features give these heritage brands more engaging ways to communicate with these audiences.

Soho Live will be a daily live-stream focusing on luxury shopping. Livestreaming commerce alone is expected to reach \$100 billion in China by 2023 ([see story](#)).

Soho Live will be complemented by Soho Mag, a source for fashion news curated by fashion editors and influencers.

Finally, high-value customers will have the opportunity to join an upgraded membership that offers a range of personalized services.

According to research from Euromonitor, high-net-worth individuals value services that make activities such as

shopping easier.

This includes seamless ecommerce experiences and personalization. Whether serving up marketing tailored to a particular shopper's tastes or interacting with consumers one-on-one, creating experiences for an individual is one way to win their loyalty ([see story](#)).

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