

RETAIL

Farfetch launches curated galleries to lure out China's consumers

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As China quickly bounced back from the stressful public health situation, Farfetch has decided to work with its partner, Swire Properties, to encourage consumers to go out again. Image credit: Farfetch

By [Yaling Jiang](#)

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At a Friday, Sept. 4 event at the Swire Properties-owned luxury hotel, [Middle House](#) in central Shanghai, all eyes were on Wendy Yu, the millennial fashion investor. She was dressed in a puffy magenta couture outfit with ankle hemlines a creation from Chinese designer Huishan Zhang's fall 2020 runway collection.

The show brought together hundreds of well-heeled guests from the fashion community who were curious to see a Yu-curated selection of clothes and accessories at Farfetch's first community gallery and attend a rare physical event in post-[COVID-19](#) China.

After the pandemic, Farfetch decided to work with its partner, Swire Properties, as a way to help encourage consumers to go out again.

Since July, the 13-year-old luxury [ecommerce](#) platform has carried over different voices from the fashion world to its [Chinese consumers](#) by becoming "the curator of curators," said Alexis Bonhomme, vice president of Farfetch Greater China, to *Jing Daily*.

Thus far, every curator has curated his or her own gallery at the [Middle House](#)'s lobby with clothes and accessories from the luxury e-tailer.



Wendy Yu's curation, the final one in Shanghai, will be up until September 15, but Farfetch parties will continue to pop up across the rest of the Asia Pacific afterward. Image credit: Farfetch

The final curation will be up until Sept. 15, but Farfetch parties will continue to pop up across the rest of Asia Pacific afterward.

"The concept of People, Place, Style' would work very well in other markets, too, and we see a lot of interest from regions like Japan, Korea and Taiwan," Ms. Bonhomme said.

Similar events will take place in [Beijing](#) during this quarter, Chengdu in the last quarter of 2020, and Hong Kong in the first quarter of 2021.

Jing Take

Chinese consumers crave physical connections after the pandemic, and the successes of [Louis Vuitton's Shanghai](#) show and Prada's recent cultural exhibition proved it.

As such, Farfetch has also decided to offer unique moments for VIP customers during these activations, such as branded afternoon tea sets and fashion masterclasses.

The online-to-offline (O2O) collaboration between e-tailer Farfetch and developer Swire Properties, which also owns luxury malls Taikoo Li and Taikoo Hui, has them combining their resources and consumers for these events.

Farfetch has also worked with brand partners for an undisclosed amount, which ensures that those brands' products will have both physical and online exposure.

Pooling investments and resources might be something brands especially the independent ones might want to look into during the current cash-tight retail environment.

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