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Marc Jacobs latest brand to join Tmall Luxury Pavilion for China growth

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The Marc Jacobs Softshot bag. Image credit: Marc Jacobs, photo credit: Ava Nirui

By LUXURY DAILY NEWS SERVICE

U.S. fashion label Marc Jacobs is debuting a digital flagship store in China on Tmall Luxury Pavilion as it seeks to grow its Chinese book of business with younger, affluent consumers.

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The LVMH-owned marketer will showcase ready-to-wear, accessories, handbags and footwear collections on Alibaba's ecommerce platform for luxury and premium brands. The goal is to expand Marc Jacobs' reach beyond bricks-and-mortar retail distribution in that region.

"Digital expansion is key to meet the needs of our growing audience in China," said Eric Marechalle, CEO of Marc Jacobs, in a statement.

"Tmall Luxury Pavilion provides us with an opportunity to connect with smart, digitally savvy luxury consumers, while also providing valuable insights and tools to strategically expand the Marc Jacobs business in China," he said.



Mobile view of the Marc Jacobs flagship store on Tmall Luxury Pavilion. Image courtesy of Alibaba, Tmall Luxury Pavilion

In the bag

Marc Jacobs joins a chorus of luxury and premium brands opening digital stores on Tmall Luxury Pavilion since its debut in 2017.

Other brands among the 200 with a presence on the platform include LVMH's Kenzo and Richemont's Cartier, Piaget, Montblanc and Net-A-Porter, as well as Giorgio Armani and Prada and its Miu Miu brand.

The **Marc Jacobs flagship store** will open its virtual doors with the launch of its Snapshot bag.

Also, to mark **Tmall Luxury Pavilion's** third anniversary this month, Marc Jacobs will be among the 19 brands that will feature on the platform through the September-long celebration.

"We look forward to partnering with Marc Jacobs and helping them grow their business by connecting them with the

large and growing generation of digital-first, Gen Z luxury shoppers in China," said Mike Hu, Alibaba Group vice president and general manager of Tmall Luxury, Fashion and FMCG, in a statement.

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