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## Gucci joins Alibaba's Tmall Luxury Pavilion

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*Gucci joins Tmall Luxury Pavilion. Image credit: Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is partnering with luxury commerce platform Alibaba's Tmall Luxury Pavilion in an effort to expand its reach in China.

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As brands look to reverse revenue dips due to the COVID-19 pandemic, the Chinese market is crucial for business strategy and development. Gucci will open two digital stores on Tmall's Luxury Pavilion selling its fashion collections in a digital flagship starting Dec. 21 and its beauty collection in February, expanding its online footprint to reach Alibaba's 750 million consumers.

"Gucci has strategically invested in and cultivated a digital first' approach globally, including the establishment of a dedicated Chinese digital ecosystem," said Marco Bizzarri, president and CEO of Gucci, in a statement. "Today's announcement represents the next step in this strategy as we provide our customers in China with an authorized, customized e-commerce experience on the Tmall Luxury Pavilion in partnership with Alibaba."

### Growth in China

Gucci has steadily been expanding its reach in China and joining its digital ecosystem by launching [gucci.cn](https://www.gucci.cn/zh/) (<https://www.gucci.cn/zh/>) in 2017. The brand has also built a strong presence on China's most important social media platforms, launching on Weibo in 2011, WeChat in 2013 and Little Red Book and Douyin in 2020.

Last year, Gucci reported that 16 million viewers connected on Weibo to watch the brand's spring 2020 show the first time the brand had livestreamed its show on the platform.

In September of last year, the Italian brand opened a store at the Plaza 66 shopping mall in Shanghai, then a special concept store at Shin Kong Place in Beijing. Two months later, Gucci launched a new makeup collection in China, reportedly selling more than 1 million lipsticks in the first month.



*Tmall provides brands with new insights on Chinese consumers. Image credit: Tmall*

Tmall Luxury Pavilion launched in 2017 and carries more than 200 brands with products ranging from apparel and beauty items to watches and luxury cars. Brands currently on Tmall include Valentino, Balenciaga and Versace.

In a presentation at the Future of Luxury eConference on Sept. 24, Alibaba fashion and luxury executive Christina Fontana explained how Tmall functions differently than its Western counterparts and that it empowers brands by offering more insights into different types of consumers within China ([see story](#)).

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