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Gucci Beauty debuts on Tmall

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Gucci Beauty is operated and licensed by Coty Inc. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Coty-licensed Italian brand Gucci Beauty has launched its flagship store on Alibaba's Tmall Luxury Pavilion, expanding its reach among Chinese affluents.

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The digital store connects Gucci Beauty products with more than 770 million Chinese consumers on the Tmall platform, who will now have the opportunity to experience and purchase items from Gucci Beauty's full range of make-up and fragrances. The collaboration provides consumers with a luxury experience and trusted shopping environment, while allowing Gucci Beauty to strengthen its reach and engagement within the Chinese luxury market.

"Through a close strategic collaboration with our partner Coty, we are now able to give Tmall Luxury Pavilion's consumers dedicated access to the complete world of Gucci, from fashion collections to beauty products, complementing the powerful digital ecosystem we have built over the past years," said Marco Bizzarri, president and CEO of Gucci, in a statement.

Gucci in China

Tmall Luxury Pavilion launched in 2017 and is now home to more than 200 brands with products ranging from apparel and beauty items to watches and luxury cars. The platform enables brands to bring the same custom-tailored experience and sense of exclusivity from their brick-and-mortar stores to China's online shoppers.

GUCCI
beauty

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Gucci Beauty on Tmall Luxury Pavilion. Image credit: Tmall

Gucci has steadily been expanding its reach in China and widening its digital ecosystem by launching [gucci.cn](#) 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.

The Gucci Beauty launch follows the opening of the brand's first flagship store on Tmall's Luxury Pavilion in December 2020, dedicated to its fashion collections ([see story](#)).