

RETAIL

Farfetch debuts on Tmall Luxury Pavilion

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Farfetch hosts more than 3,500 luxury brands. Image credit: Farfetch

By LUXURY DAILY NEWS SERVICE

Online retailer Farfetch has officially launched its flagship store on Alibaba's Tmall Luxury Pavilion, marking a key milestone in its effort to digitize the luxury fashion industry.

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With this launch, Alibaba's 779 million consumers now have access to products from more than 3,500 luxury brands, 90 percent of which did not previously have a presence on the platform. Farfetch's new storefront occupies a premier position on the Tmall Luxury Pavilion's homepage with one of the five main navigation buttons and a premium permanent banner.

"This is an important and exciting milestone in our partnership with Alibaba and creates an incredible opportunity for luxury brands to expand into the China market at a time when international travel has been curtailed and luxury customers are unable to travel to their most loved brands' boutiques in Europe," said Judy Liu, managing director at Farfetch Greater China, in a statement. "This launch is just the beginning in our partnership as we work together to help brands and retailers fully digitize their businesses online and offline through our Luxury New Retail strategy, both in China and globally."

Online luxury

The launch follows the November 2020 announcement of a global partnership formed between Alibaba Group, Farfetch and Richemont to accelerate the digitization of the luxury fashion industry ([see story](#)). The partnership aims to leverage Farfetch's and Alibaba's omnichannel retail technologies to serve the needs of luxury businesses.



In November, Farfetch, Alibaba Group and Richemont joined forces to digitize the luxury industry. Image credit: Farfetch

These solutions will serve both mono-brand and multibrand distribution strategies for luxury brands, including fully-connected ecommerce Web sites and apps, omnichannel retail technology and access to the Farfetch and Tmall Luxury Pavilion marketplaces through a single integration.

The opening of Farfetch's flagship store on Tmall Luxury Pavilion also advances the company's integration into China's retail environment, furthering its localization strategies to provide its customer experience to luxury consumers in the China Mainland region.

To celebrate the launch, Farfetch has partnered with notable celebrities and influencers to promote the storefront. There will also be social engagement campaigns and an advertising campaign across key social media platforms.

Noted in its financial results for the full year ending Dec. 31, 2020, Farfetch saw its gross merchandise value exceed \$3 billion. The retailer's 2020 revenue increased 64 percent year-over-year to \$1.7 billion and saw strong Q4 2020 gross merchandise value and digital platform growth with an increase of 43 percent and 49 percent year-over-year, respectively, to highs of \$1.1 billion and \$939 million.

The report came on the heels of Farfetch continuing to add new features to enhance customer experience ([see story](#)).

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