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## Louis Vuitton, JD.com partner on ecommerce push

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*Ecommerce platform JD.com has customized a new shopping model for Louis Vuitton. Image credit: Louis Vuitton*

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By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton has teamed up with Chinese ecommerce platform JD.com in a mutual effort to further their ecommerce reach in the China market.

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Through a new model customized by JD for Louis Vuitton, consumers may type "LV" in the search bar on the JD app and enter Louis Vuitton's official mini program to enjoy the brand's exclusive shopping experience. The unique model connects Louis Vuitton directly with JD's active customers, while providing immediate access to all Louis Vuitton products.

"This is an unprecedented model which provides a seamless shopping experience, enabling more high quality consumers to enjoy all that Louis Vuitton has to offer," said Kevin Jiang, president of international business for JD Fashion and Lifestyle, in a statement. "JD will continue to innovate in China's luxury market to provide an unmatched experience."

Ecommerce in China

Over the last 20 years, JD.com and ecommerce giant Alibaba have gone head to head for the title of leading online retailer in China.



*Rendez-vous bag Black MNG Metal in calfskin. Image courtesy of Louis Vuitton*

In 2008, Alibaba's Tmall spun off from Taobao, creating a more exclusive and official outlet for luxury brands, while JD expanded its reach from an everyday electronics retailer to a full-fledged ecommerce platform.

Until last year, JD.com had secured a partnership with online retailer Farfetch. However, in November 2020, Farfetch parted ways with JD.com and entered a deal with Alibaba Group and Richemont ([see story](#)).

Since embarking on its journey in the luxury market, JD has aimed to create high quality shopping experiences for its customers.

The company has launched JD Luxury Express, which provides chauffeured hand delivery of luxury products purchased, giving customers the joy and delight of an experience commensurate to shopping at a brands' offline store.

The latest partnership with Louis Vuitton further emphasizes JD.com's presence as a luxury fashion platform and commitment to competing within the Chinese ecommerce market.

It also allows Louis Vuitton to retain control of JD's 472 million customers' shopping experience through its own program.

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