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Secoo debuts Black Card service for high-end clients

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Secoo is creating its own Black Card to offer lifestyle services. Image credit: Secoo

By LUXURY DAILY NEWS SERVICE

Chinese ecommerce retailer Secoo is introducing a new lifestyle offering to turn its clients into spokespeople.

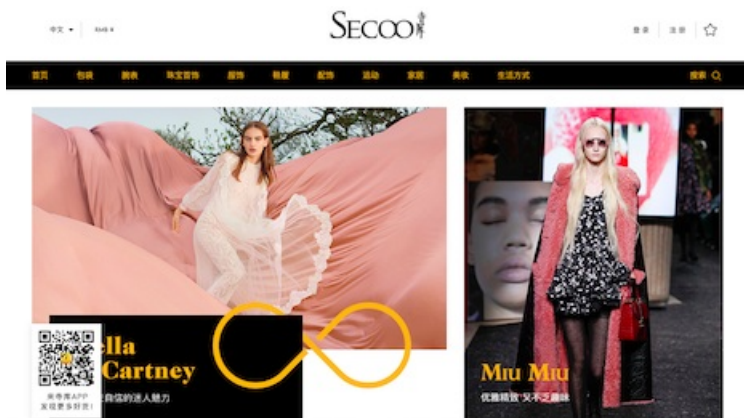
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Secoo has launched a Black Card service system, which provides its shoppers customized and personalized online and offline services. The move comes amid changing consumer preferences among Chinese affluents.

VIP expectations

Founded in 2008, Secoo has more than 50 million registered high-end users and retails more than 4,000 premium and luxury brands across clothing, footwear, handbags, watches, jewelry and accessories.

According to Secoo founder Li Rixue, the new Black Card system is inspired by companies such as American Express and Michelin. The platform is looking to optimize its service standards and refine its personalization strategy to encourage its users to become brand advocates.



Secoo is one of the leading Chinese platforms selling luxury products online and via mobile. Image credit: Secoo

Through the service, buyers and consultants will provide customized services and experiences to Secoo users.

According to Agility Research & Strategy's "China Outlook for 2022," Chinese affluents and millionaires remain willing to spend on luxury goods a promising sign for brands' bottom lines.

More than half of Chinese HNWIs planned to increase their luxury spending in the first six months of 2022.

These consumers are planning to increase their spending primarily on fashion, jewelry and cosmetics. HNWIs are also significantly more likely to increase spending on cars and jewelry than their affluent counterparts ([see story](#)).

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