

INTERNET

Lanvin enters Chinese market with ecommerce regional Web site

November 26, 2013



By SARAH JONES

French atelier Lanvin has entered ecommerce in China with help from the members-only Web site ShangPin, whose business model is an online mall.



Through ShangPin, Lanvin will have its own digital flagship space on the ecommerce site. By entering ecommerce in China on an established Web site, Lanvin is able to tap into the important Chinese market on a platform designed to cater to Chinese consumers.

"China is primed to surpass Japan as the leading international market for luxury goods and ShangPin, with its members-only, exclusivity model, understands the Chinese luxury customer exceptionally well," said Kelly Cooper, marketing manager for [ShopIgniter](#), Portland, OR.

"Choosing to launch with an ecommerce partner like ShangPin allows Lanvin to benefit from the overall traffic to the ShangPin Web site," she said.

"ShangPin aligns with the Chinese practice of domestic marketplaces used for product discovery and exploration."

Ms. Cooper is not affiliated with Lanvin, but agreed to comment as an industry expert.

Neither **Lanvin** nor **ShangPin** were able to respond by press deadline.

Clicks for China

The appearance of Lanvin's e-flagship on ShangPin is very similar to the label's own ecommerce site, and differs from the rest of the ShangPin Web site. The same purple undertone is seen throughout, and the tile format carries over.

The ShangPin version has more tiles, with more photos of models wearing Lanvin. At the top of the page, a slideshow plays, alternating between three photos, one a woman with a duck, one a man with a rabbit and another a woman in cocktail attire holding a clutch up.

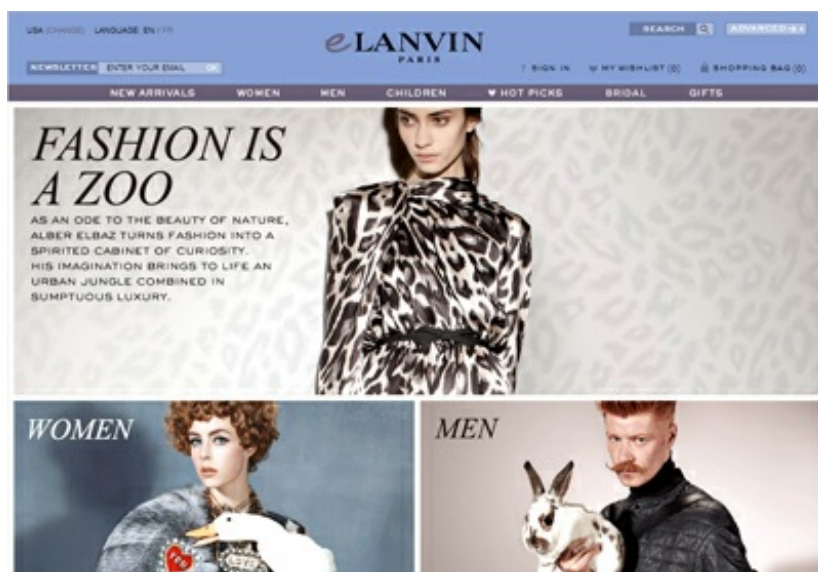


Lanvin's ShangPin flagship

Category tabs are the same between the two sites, except for the “hot picks” tab solely on the Lanvin ecommerce site, which shows a curated selection of pieces.

One blurb about creative director Alber Elbaz's inspiration behind the collection was left off of the ShangPin store. However, the ShangPin e-store had the addition of a brand history section on the home page.

Also added for ShangPin are a selection of garments on the front page. On the Lanvin ecommerce site, users can only browse items once they have clicked on a category option.



Lanvin's ecommerce Web site

With the partnership, ShangPin provides the customer service and shipping logistics, which could have been hurdles for Lanvin if it were handling ecommerce in China on its own. ShangPin has a strong customer service standard, with two-day delivery anywhere in mainland China through FedEx.

Lanvin's online flagship is accessible through the main ShangPin Web site, giving the brand the potential for ShangPin's 2.4 million customers.

Retail expansion

China is an important luxury market, and retailers are working to reach consumers there.

For example, online retailer Net-A-Porter boosted its exposure in China by partnering with the Upper House hotel in Hong Kong to offer guests a number of exclusive services.

Through this partnership guests can receive gift cards, complimentary express delivery from Net-A-Porter and Mr Porter, access to the style concierge service and more. The retailer is likely aiming to show off its services to Chinese consumers through this partnership ([see story](#)).

Also, London department store Harrods increased its exposure in China by being the first British retailer to launch a WeChat social media account that conveys its latest content and special offers to Chinese consumers.

Harrods is building off the success of its Weibo blog to reach more consumers as China continues to be a power player in the luxury market. Through the use of local social media platforms, brands and retailers are able to appeal to local sensibilities ([see story](#)).

By partnering with ShangPin, Lanvin does not have to jump in headfirst into a new market with different online shopping habits.

"Ecommerce in China has proven tricky," Ms. Cooper said. "Many brands have found out the hard way that best-in-class Western practices applied to Chinese ecommerce just haven't panned out.

"One of the hurdles that brands come up against is that domestic marketplaces like Alibaba and Jingdong have marketshare. Customers are accustomed to visiting Web sites like these to search for and purchase products as opposed to using a search engine, for example," she said.

"The Chinese customer journey is different and, therefore, requires a much different approach. Lanvin was smart to launch through ShangPin."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

I thought on “Lanvin enters Chinese market with ecommerce regional Web site”

1. **William V.** says:

November 26, 2013 at 2:46 pm

Great article, Sarah!

There is definitely a long list of cultural, regulatory and technical hurdles to overcome in order to effectively reach online shoppers in China. Local ecommerce platforms such as ShangPin and TMall can help retailers eliminate some of the barriers to entry into such a complex market. Not to mention the strict restrictions that the Chinese government has on web content and hosting within the Great Firewall.

Cheers,

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.