

RETAIL

## Gucci to launch flagship storefront on JD.com

August 17, 2023



Timed against the start of the Qixi Festival, the online storefront will open on Aug. 22. Image credit: JD.com

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Gucci** is joining forces with a leading global marketplace.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246** ▶

Partnering with Chinese ecommerce giant JD.com, the label is launching a digital flagship store on the company's platform. The move places the brand in the hands of JD.com's 580 million active users, granting greater ease of access as Gucci joins a slew of other luxury maisons on the site.

### Market moves

On Aug. 22, in alignment with the Qixi Festival, or Chinese Valentine's Day, Gucci's online storefront will open.

The digital flagship will allow the region's audiences access to Gucci's range of ready-to-wear, handbags, shoes, jewelry, watches and accessories across men's and women's apparel, listing its latest seasonal collections ([see story](#)). Customers on the JD.com app and website can additionally take advantage of virtual client advisor services.

As part of the Chinese Valentine's Day festivities, floral-themed gifts will be released on the site. A purse exclusive to the partnership will also be made available to Gucci's clientele on the ecommerce platform.

The move into the digital retail space will bolster the Italian fashion house's presence in the ever-growing APAC market, which could become the world's largest purchaser of luxury goods in the years to come, according to JD.com.

As of 2022, JD.com stocks more than 400 luxury brands, with Louis Vuitton, Bulgari, Dior, Sephora, and now Gucci, among them.