

GUCCI

Tmall 天猫

Gucci and Tmall Partner to Bring the World of Gucci to China on Tmall Luxury Pavilion

Shanghai, December 18, 2020 – Gucci and Tmall today announced a partnership that will bring the Gucci brand to Tmall Luxury Pavilion, Alibaba’s dedicated platform for the world’s leading luxury and premium brands. Gucci will join Tmall Luxury Pavilion with two digital flagship stores, featuring all its product categories in fashion and beauty.

The first Gucci flagship store will open on the Tmall Luxury Pavilion on December 21, offering the platform’s more than 750 million Chinese consumers the opportunity to experience and purchase items from Gucci’s fashion collections, including leather goods, ready to wear, accessories, watches and jewelry.

Gucci’s beauty flagship store will open in February 2021, allowing consumers the opportunity to enter the house’s joyful and inclusive world of beauty. Operated by Gucci’s license partner Coty, one of the world’s largest beauty companies with an iconic portfolio of brands across fragrance, color cosmetics, and skin and body care, the beauty flagship will provide access to Gucci’s full range of make-up and fragrances.

These launches mark the beginning of a deepened strategic partnership between Gucci, one of the world’s leading luxury fashion brands with a renowned reputation for creativity, innovation and Italian craftsmanship, and Tmall, the leading B2C marketplace from Alibaba Group for brands and retailers to reach Chinese consumers. Through the opening of these flagship stores on the Luxury Pavilion, Gucci and Tmall will join forces to ensure the best consumer experience and a trusted shopping environment.

Marco Bizzarri, President and CEO of Gucci said: “Gucci has strategically invested in and cultivated a “digital first” approach globally, including the establishment of a dedicated Chinese digital ecosystem over the past years. Today’s announcement therefore represents the next step in this strategy as we provide our customers in China with an authorized, customized e-commerce experience on the Tmall Luxury Pavilion in partnership with Alibaba.”

Michael Evans, President of Alibaba Group said: “Chinese consumers are fueling the global luxury market and they expect an elevated, seamless, digitally-enabled experience. We look forward to working with the iconic brand Gucci to help them forge even greater success in the Chinese market by meeting the expectations of today’s digitally-native luxury consumers.”

Strong strategic partnership to win China luxury market

The new Gucci flagship stores on Tmall Luxury Pavilion build on the strong digital ecosystem that Gucci has established in China over the years. Gucci launched its Chinese website, gucci.cn, in 2017 and the brand has also developed and implemented a dedicated strategy ensuring a leading presence on all of China’s most important social media platforms.

Tmall Luxury Pavilion launched in 2017 and now is home to more than 200 brands with products ranging from apparel and beauty items to watches and luxury cars. Offering a unique, distinctive

environment, Tmall Luxury Pavilion enables brands to bring the same custom-tailored experience and sense of exclusivity from their brick-and-mortar stores to China's online shoppers. Brands maintain complete control over the look, feel and experience for consumers as well as pricing and merchandising. Alibaba provides partner brands insights from Alibaba's over 750 million consumer base to more effectively engage with and identify future consumers.

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About Gucci

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands, with a renowned reputation for creativity, innovation and Italian craftsmanship. Gucci is part of the global luxury group Kering, which manages the development of a series of renowned Maisons in fashion, leather goods, jewelry and watches. For further information about Gucci visit www.gucci.com.

About Tmall

Launched in 2008, Tmall (www.tmall.com) caters to consumers' ever-growing demand for high-quality products and premium shopping experience. It serves as a platform for consumers in China and overseas to buy both homegrown and international branded products as well as products not available in traditional retail outlets. A large number of international and Chinese brands and retailers have established storefronts on Tmall. In the 12 months ended March 31, 2020, Tmall was the leading third-party online and mobile commerce platform for brands and retailers in the world in terms of GMV, according to Analysys, and continues to grow quickly. Tmall is a business of Alibaba Group.

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