



JD.COM

Authentic products.
Delivered today.

CHINA'S LARGEST RETAILER—ONLINE OR OFFLINE

JD FASHION: THE MOST TRUSTED ONLINE SHOPPING PLATFORM FOR TOP FASHION BRANDS

- JD and the British Fashion Council (BFC) renewed its three-year strategic partnership. It covers support of designers and events at London Fashion Week (LFW) and London Fashion Week Men's (LFWM).
- JD Beauty overall category sales during the Singles Day sales period (Nov 1-11) increased by 79% YOY. Smart toilet category sales during the period increased by 110% YOY. JD Watch broke a historical record on November 11th with over **one million** watches sold in a single day.
- Sneaker Con chose JD to open its **first online flagship store** in the world.

OURSHOPPERS

- Located in top-tier cities and, increasingly, mid-tier and lower-tier cities
- Majority of customers were born in the 1980s
- Increasingly female
- Hungry for quality products and the latest trends

HIGHLIGHTS

- March 2017** ● JD.com creates new fashion business unit
- April 2017** ● Joins the American Apparel & Footwear Association (AAFA)
- June 2017** ● JD.com launches partnership with fashion e-commerce platform Farfetch
- June 2017** ● Launches JD Luxury Express, a specialized white-glove delivery service for luxury and specialty products
- Fall 2017** ● JD begins supporting designer communities, including through sponsorship of BFC/Vogue Designer Fashion Fund and CFDA/Vogue Fashion Fund
- September 2018** ● JD begins supporting BFC/GQ Designer Menswear Fund
- February 2019** ● JD forms strategic partnership with the BFC to introduce British and international brands to Chinese consumers and support emerging designers globally
- June 2019** ● JD partnered with Prada Group

The collage features the following brands and products:

- Fashion Brands:** PRADA, Salvatore Ferragamo, TOD'S, TRUSSARDI, NIU NIU
- Watch Brands:** TAG HEUER, Chopard, ZENITH, H. Moser & Co.
- Sportswear Brands:** adidas, Champion, UNDER ARMOUR, Columbia, asics
- Accessories:** TOMMY HILFINGER, POLO RALPH LAUREN, PETIT BATEAU, TUMI, RIMOWA