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.

OURS SHOPPERS

- 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