



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

- Sales of fashion goods surpassed RMB **100 million** in one minute during JD's Singles Day Shopping Festival in 2018.
- JD launched a virtual pop-up store for Fendi on its luxury shopping platform TOPLIFE in May 2018.
- JD, JD's crossover fashion project released a limited-edition pair of sustainably produced jeans with G-Star Raw in June 2018. The jeans were sold out **in three minutes**.
- In 2017, JD began partnering with Kering and LVMH.
- "Super Brand Days" capture the attention of JD's more than 300 million customers:
 - Sales over the entire day during JD's Super Category Day for sports products increased **600%** as compared with a similar promotion in September 2017.
 - Sales of Daniel Wellington products increased **3.8x** during the brand's June 2018 Super Brand Day as compared with one day sales on Singles Day 2017.
 - Campaigns feature highly-targeted, engaging social media content leveraging JD's partnership with Tencent and access to social media data covering almost a billion consumers

OUR SHOPPERS

- Growing disposable income
- Located in top-tier cities and, increasingly, mid-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.
- October 2017** ● JD launches TOPLIFE, an independent platform for luxury shopping

EMPORIO ARMANI
TOD'S
TRUSSARDI

TAG HEUER
Chopard
ZENITH

TOMMY HILFINGER
POLO RALPH LAUREN
PETIT BATEAU

adidas **Champion** **UNDER ARMOUR**
Columbia **Levi's**

CALVIN KLEIN
RIMOWA

BRANDS WORKING WITH TOPLIFE

ALEXANDER MQUEEN **SAINT LAURENT**
SHANG XIA **BALENCIAGA**
Mulberry