



TOPLIFE

TOPLIFE is JD's exclusive platform built for premium luxury brands. Launched in October 2017, it is a full-price marketplace operated as a stand-alone luxury site, giving brands an exclusive, clean and sophisticated environment to ensure that consumers get an amazingly luxurious online experience that even exceeds what they would get at a premium brick and mortar store.

UNIQUELY POSITIONED IN CHINA

Exclusive, full-price, e-flagship store platform

Best-in-class customer service, including luxury white glove treatment from start to finish

China's trusted source for authentic, premium quality products

THE TOPLIFE DIFFERENCE

- A dedicated team, experienced in both the luxury and e-commerce sectors; helps brands navigate the China market
- Targeted marketing to luxury consumers, leveraging JD.com data from 292.5 million customers and a partnership with Tencent
- Curated content to fully immerse customers in a luxury universe
- Flexible design and full creative control for brands

PRODUCT CATEGORIES



WATCHES & JEWELRY



FASHION



BEAUTY



LIFESTYLE

WORLD'S FIRST HIGH-TECH LOGISTICS SOLUTION DESIGNED FOR LUXURY

Total flexibility and control for brand owners with 24/7 dedicated team for each brand

- Exclusive warehouse facilities located in JD's most advanced, AI-powered "Asia No. 1" warehouse
- Luxury merchandise is stored in dust-free, sealed spaces with strict temperature and humidity controls
- TOPLIFE luxury goods are protected 24/7 by advanced facial recognition access and security systems
- Secure, same or next-day delivery via JD Luxury Express, JD's exclusive delivery service via electric car by a well-dressed courier in white gloves
- Dedicated pick-up service for easy, worry-free returns

PARTNERS

CHA LING
L'ESPRIT DU THÉ



PERRIN

PORTS
1961

Pomellato

SAINT LAURENT



TRUSSARDI



LAPERLA

dyson

ESCADA

HOGAN

PLAY

ALEXANDER MCQUEEN

ATELIER SWAROVSKI

EMPORIO ARMANI

DEREK LAM