



JD.COM

CHINA'S LARGEST RETAILER - ONLINE OR OFFLINE

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

- Over **400K** watches sold during November 11 Singles Day event in 2017
- Transaction volume for female apparel **doubled** during 2017's June 18 anniversary event

A UNIQUE PLATFORM TO PROMOTE BRANDS

"**Super Brand Days**" capture the attention of JD's more than **300 million** customers:

- Chow Tai Fook sales hit RMB **10 million** in just **10 minutes** during the brand's 2017 May 11 Super Brand Day
- During its 2017 Super Brand Day, Under Armour sold more than **69x** the volume it saw on Singles Day the year before
- Adidas exceeded average daily sales by **295x** on its Super Brand Day in 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 are born in the 1980s
- Increasingly female
- Hungry for quality products and the latest trends

HIGHLIGHTS

- March 2017** ● JD creates new fashion business unit
- April 2017** ● Joins the American Apparel & Footwear Association (AAFA)
- June 2017** ● 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
- September 2017** ● JD announces partnership with BFC/Vogue Fashion Fund and sponsors shows at London Fashion Week
- September 2017** ● JD sponsors 3.1 Phillip Lim show at New York Fashion Week
- October 2017** ● JD launches TOPLIFE, an independent platform for luxury shopping
- November 2017** ● JD partner with CFDA/Vogue Fashion fund

Authentic products.
Delivered today.

EMPORIO ARMANI
TOD'S
TRUSSARDI

TAG HEUER
Chopard
ZENITH

TOMMY HILFINGER
POLO RALPH LAUREN
PETIT BATEAU

adidas
UNDER ARMOUR
Columbia
Levi's

CALVIN KLEIN
RIMOWA

BRANDS WORKING WITH TOPLIFE

ALEXANDER MQUEEN
SAINT LAURENT
DEREK LAM
LA PERLA