



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'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" 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

- 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
- 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

