



BRANDS

- Alibaba serves as the “Gateway to China” for international brands and merchants looking to tap into the Chinese market and the purchasing power of Chinese consumers.
- During this year’s 11.11, more than 200,000 brands will be available to the 700+ million consumers across Alibaba’s platforms. The number of new products available on offer alone is at 1 million, and 215 leading international brands will debut more than 240 11.11-themed special-edition products.
- Over the last 11 years, the 11.11 Global Shopping Festival has evolved from a sales event into the world’s largest shopping festival and one of the most important branding events of the year. It is an unrivalled opportunity for international companies pursuing deeper consumer engagement, as well as revealing new products and service innovations.

ALLBIRDS

San Francisco-based Allbirds [launched on Tmall Global](#) in April of this year and has built its brand on its commitment to sustainability. While Allbirds is a D2C brand, Allbirds wanted to meet its consumers where they are and chose Tmall “to strengthen the brand’s visibility and educate a new group of customers on the Allbirds product.”

For its first-ever 11.11, Allbirds has created and will launch special limited-edition products for Chinese consumers. The new colorways—Fiesta Red and Sky Blue—will be applied to its world-famous Wool Runners, and the brand sees 11.11 as a huge opportunity to educate Chinese shoppers on the Allbirds ethos and commitment to sustainability. Through its partnership with Alibaba, Allbirds leveraged livestreaming for the first time in order to dig deeper into the story behind its “Materialistic” campaign along with investor Leonardo DiCaprio.

AMOREPACIFIC

After years of partnership, Amorepacific, one of the largest cosmetics companies in South Korea, signed a strategic collaboration with Alibaba in September 2019 to team up on new insight-led innovations, new product development and brand-building. It opened a Hangzhou office near Alibaba’s Xixi campus to deepen the two sides’ partnership. During this year’s 11.11 Global Shopping Festival, Amorepacific is introducing “primera,” a prestigious natural brand inspired by the vitality of seeds, exclusively on Tmall, and has updated its Sulwhasoo flagship online store to Tmall Flagship 2.0. In this store, consumers can use an AR-powered virtual makeup tool to “try on” different products. It also used Version 2.0’s “second-floor” function to showcase its special offerings for members.

DR. BRONNER’S

Dr. Bronner’s, 5th generation soapmakers of the top selling natural soap in America, is a family business committed to honoring the vision of founder Emanuel Bronner by making socially and environmentally

responsible products of the highest quality, and by dedicating profits to help make a better world. Based in Vista, California, Dr. Bronner's creates cruelty-free personal and body care products without synthetic preservatives, detergents, or foaming agents using pure, organic certified and fair-trade certified sources for all of its major raw ingredients. The product range is available in 42 countries, and the company continues its commitments to social justice, environmental sustainability and progressive business practices as it grows as a global brand.

In October of 2018, Dr. Bronner's made its [debut in China via Tmall Global](#). Based on 2018 sales, a bottle of Dr. Bronner's soap was sold, on average, every 2.2 seconds throughout the year. This 11.11, the company is prepared to meet its goals and the needs of its new Chinese customers through special promotions and education of how its effective multi-use products are safe and healthy for the people and the planet.

ESTÉE LAUDER

Estée Lauder has strategically launched new brands on Alibaba platforms in a way that resonates with Chinese consumers and stays true to its brand heritage. For example, Tom Ford Beauty launched its Tmall flagship store earlier this year so that it would be able to "reach throughout China without compromising its commitment as a luxury brand."

During this year's 11.11, Estée Lauder, Bobbi Brown and MAC have tapped into Tmall's Flagship Store 2.0 to roll out an AR makeup function for consumers to "try on products" virtually. Estée Lauder has already had a record breaking 11.11. 25 minutes after pre-sales started, Estée Lauder topped its 2018 11.11 sales. It also became first brand in the history of the 11.11 Global Shopping Festival to achieve a GMV of RMB 1 billion in pre-orders.

EVERLANE

This November 11, Everlane is participating in the 11.11 Global Shopping Festival for the first time ever. Through the event, Everlane aims to reach the broader Chinese consumer and deepen its ethical, radical transparency and sustainability commitment in the community. A variety of great offers will apply to categories across womenswear, menswear, shoes and accessories.

Since launching on [Tmall Global in August](#), Everlane has experienced fast-growth on the platform, acquiring over 140,000 followers to date. Their mission of transparency along with their modern basics are resonating with Chinese consumers who cares deeply about high-quality products, made ethically and at a great value.

To reach their audience on Double 11, Everlane will leverage multiple social channels, collaborations with influencers and media outlets, and has adapted local unique and hyper-effective channels such as the Tmall live-streaming platform.

FENTY BEAUTY BY RIHANNA

Fenty Beauty by Rihanna is participating in the Tmall 11.11 Global Shopping Festival for the first time. With Rihanna's mandate of inclusivity and the brand's mantra of "Beauty For All," Fenty Beauty by Rihanna offers a wide range of artistry-quality products designed with Rihanna's vision of making sure people everywhere feel represented while introducing with a focus on traditionally hard-to-match skin

tones, formulas that work for all skin types, textures that love to be layered, and universal shades for all to enjoy. Fenty Beauty will again bring more beauty inspiration to consumers with its popular products including Killawatt Freestyle Highlighters, Stunna Lip Paint Longwear Fluid Lip Color, Gloss Bomb Universal Lip Luminizer and the competitive range of Pro Filt'r Soft Matte and Hydrating Foundations.

KKW FRAGRANCE

Kim Kardashian West, the American reality TV star, social media icon and businesswoman, launched her name-brand KKW Fragrance on Tmall Global in October 2019. On [November 6](#), Kim took part in a Tmall Global influencer event and conducted her first-ever livestream to China with the country's top key opinion leader, Viya Huang, drawing 13 million viewers and selling and selling out of her stock.

LEVI'S

As a global company, [Levi's](#) has long prioritized China and it has been partnering with Alibaba's Tmall on 11.11 for a decade. Levi's sees 11.11 as a chance to touch "["millions and millions of Chinese consumers and elevate its brand"](#)". This year, Levi's is focused on delighting Chinese consumers and allowing them to indulge in products created specifically for them. Levi's once again partnered with Alibaba to feature its newest items in the annual Tmall Collection "See Now, Buy Now" fashion show, as well as debut an exclusive collection for Chinese consumers inspired by 90s street style. This year, Levi's has also launched a customization incubator project that leverages Alibaba's consumer insights to be able to predict new trends and enable innovations to stay at the forefront of fashion and dazzle its consumers in China.

L'ORÉAL

L'Oréal is the biggest beauty group in China and has been winning the hearts of Chinese consumers with its unique aspirational brands, superior products, dedicated services and all-in experiences, particularly through its strategic partnership with Alibaba. L'Oréal's brands on Tmall include L'Oréal Paris, Lancôme, [Yves Saint Laurent Beauté](#), [Giorgio Armani Beauty](#) and La Roche-Posay.

In partnering with [Tmall Innovation Center](#), L'Oréal leveraged Alibaba's consumer insights to develop and launch the Revita Lift cream for Chinese consumers this September. With the recent Tmall 2.0 upgrade that opened up the Tmall platform to more technology partners, L'Oréal's AI/AR subsidiary Modiface integrated its AR virtual try-on technology for its brand flagship stores such as YSL Beauté and Giorgio Armani Beauty.

NESTLÉ

China is [Nestlé's](#) second-biggest market and the company has made a number of investments in Alibaba's New Retail technologies to better serve its Chinese consumers and provide high-quality products that appeal to their local tastes. This year, Nestlé will use 11.11 to launch a variety of new brands and products to the Chinese market, including Nescafe Dolce Gusto coffee machine Piccolo, Nescafe winter limited-edition sweet-heart latte, and Starbucks at Home.

The company has worked with the Tmall Innovation Center to develop products based on local consumer insights - creating and testing items such as the highly successful Fruity Ice Coffee line of seasonal summer coffees. The company has also leveraged livestreamed content, especially when targeting China's Gen Z

consumers, who have grown up with a media environment that is more social and KOL-driven than ever before.

OREO (MONDELÉZ)

Oreo worked closely with Alibaba to unveil new innovations in China every year to delight Chinese consumers, including the Oreo Music Box launched in 2017 – and upgraded in 2018 – the Oreo DJ Mixer released last year that allowed consumers to mix 525 melody combinations while playing with the cookies. Earlier this year, Oreo launched the royal feast series of six new flavors inspired by the ancient royal family, which were created in collaboration with The Forbidden City. The new series sold more than 760,000 packs on its launch day. The campaign also attracted over 260,000 new followers to its flagship store, with Oreo brand assets AIPL index increased by 300%.

Working with Tmall Innovation Center, Oreo was enabled to further explore the preferences of its consumers, to accelerate the cycle of feedback collecting and product development. Through the consumer insights, Oreo worked with TMIC and created a new product, “inspired by consumer, made by consumer”, and exclusively for the China market by packaging mini-Oreo with assorted nuts and dried fruits. The product was developed out of the insight of healthy treats as a market trend and is geared towards children as after-school snack.

PROCTOR & GAMBLE

P&G has been participating in 11.11 since the first 11.11 more than a decade ago. Over the years P&G has worked closely with Alibaba to introduce many new products of well-known brands such as SK-II, Olay, and Whisper to China. P&G has also started to introduce skincare brands such as Opte, Snowberry and First Aid Beauty to attract the fast-growing cross-border shoppers on Tmall Global.

For this year’s 11.11, SK-II and Olay are both offering upgraded Tmall 2.0 store experiences for shoppers. SK-II’s Tmall 2.0 store includes a brand zone that offers rich content on its 11.11 campaigns and its brand story. The brand also collaborates with leading Japanese artist Fantasista Utamaro to create limited edition products for Tmall this 11.11.

For product development, P&G has partnered with the Tmall Innovation Center to design new products specifically for Chinese consumers. For example, TMIC helped Whisper use consumer insights to develop a unique pocket-sized feminine pad product to target younger demographics. This one product achieved 10 million RMB of GMV within six months of launch, adding 700,000 new customers for the brand.

SHISEIDO

Shiseido Group is one of Japan’s largest cosmetics companies. It owns high-end cosmetic brands, including SHISEIDO, CPB, IPSA, Anessa, and NARS. As of November 2019, Shiseido also has successfully introduced 13 brands on Tmall Global, China’s largest import e-commerce platform. Its brands, such as Fino and ettusais, have notched high sales growth on Tmall Global. Shiseido was ranked as “the best cross-border brand chosen by Chinese Consumers,” and its SHISEIDO brand exceeded RMB100 million in GMV during 2018’s 11.11 Global Shopping Festival. Shiseido signed a partnership with Alibaba on March 31, 2019 and opened an office in Hangzhou near Alibaba’s Xixi headquarters. The office was established to form a team dedicated to working on the company’s Alibaba business by combining Shiseido’s R&D capabilities and Alibaba’s consumer insights through big data technology. The aim is to provide innovative and high-quality

products and services to consumers with quicker product cycles. Shiseido and Alibaba have already launched shampoo (Mild and Refreshing Scalp Shampoo) and conditioner (Essence Oil for Split Ends) from the “AQUAIR” brand through their collaboration. The newly launched products were sold at Tmall from September 2019.

SMOOTHSKIN

SmoothSkin launched on [Alibaba platforms in June 2017](#) and signed a strategic partnership with Tmall in July 2018. Today it has flagship stores on both Tmall Global and Tmall. The partnership with Alibaba has enabled this consumer beauty tech business from Swansea in Wales to reach and engage with hundreds of millions of Chinese consumers. Their laser hair removal product is extremely popular in China for its beautiful product design, clinical excellence, and ‘Made in Britain’ credentials—markers of quality and trust.

SmoothSkin was one of the best performing new brands during the 2018 11.11 Global Shopping Festival. The company’s sales in China are now 25 times greater than they were two years ago, and its employee base has grown from 35 people to 150 people. It has also invested in building its own factory in Swansea to increase its production capacity and match growing global demand.

STARBUCKS

Starbucks and Alibaba first announced an expanded partnership to leverage businesses across Alibaba’s digital ecosystem - Ele.me, Freshippo, Tmall, Taobao and Alipay – last year to enable a more seamless and personalized experience for Chinese consumers. As of end September, Starbucks Delivers has been rolled out to more than 3,000 stores in 100 cities. Starbucks also ushered in a new era of digital customer engagement in China with the launch of voice ordering and delivery via Tmall Genie. These elevated digital experiences have contributed to the accelerated growth of Starbucks Rewards membership in China. For this year’s 11.11, Starbucks will be offering on its Tmall Flagship Store a variety of attractive deals, mainly around gift card collectibles, coffee and food pairing and Christmas offerings.

UNILEVER

[Unilever](#) has a multiyear strategic partnership with Alibaba under [A100](#) that extends across many businesses in the Alibaba digital economy, including RT Mart, Alipay, Alibaba Cloud, Cainiao and Lazada. The company views 11.11 as a strategic lever for accessing new customers in China and gathering insights that can be used to create new products for its existing consumers. Unilever says that every year, close to 70% of its users are new, and that 11.11 accounts for nearly a third of its penetration growth each year.

The company is focusing on innovation and premiumization across its brand portfolio to drive engagement and sales during 11.11 this year. The brand is partnering with top brand ambassadors, celebrities and 100 key opinion leaders (KOLs) to entertain shoppers during the festival. The company plans to livestream up to 10 hours of content on its storefront every day during 11.11, including both user-generated content and professionally produced content. One key pivot this year for Unilever is that it is working closely with Alibaba to reach consumers in lower-tier cities in China, where it sees its next wave of growth.