



- More than 250,000 brands will participate in this year's 11.11, which is expected to attract around 800 million consumers.
- Nearly 200 luxury brands, such as Chanel and Dior, are participating in this year's 11.11, doubling the brands from last year's festival.
- To meet Chinese consumers' increasing demand for international products, Alibaba's cross-border marketplace Tmall Global will bring more than 26,000 imported brands from 84 countries and regions to Chinese consumers.

BRAND FACT SHEET 2020

ABBOTT

- Globally recognized for its science-led nutritional products such as Similac, PediaSure and Ensure, Abbott launched on Tmall Global in 2018 to meet the growing demand in China for international products, especially in the infant formula category. As Shawn Millerick, Abbott's Division Vice President, said of the company's success in China, "Parents around the globe just want what is best for their child."
- Abbott says that Tmall's marketing capabilities and reporting functionality make it a powerful and credible partner for companies planning to do business in China. For this year's 11.11, Abbott will conduct several livestreaming events, including one from the China International Import Expo with Tmall and Yizhibo.

ALLBIRDS

- San Francisco-based Allbirds is known for its commitment to sustainability and its eco-friendly shoes. The brand, which recently expanded into apparel, launched on Tmall in April 2019. When the pandemic hit and stores closed, Allbirds leveraged Alibaba's technology to help its brick-and-mortar staff pivot from dealing with consumers directly in-store to supporting e-commerce fulfillment and providing customer service virtually. Allbirds also leveraged Alibaba's digital technology to enable live video chat, so Chinese consumers could speak with retail staff and view products online in real time.
- For this year's 11.11 Global Shopping Festival, Allbirds is releasing a special edition shoe called the D9 Dasher exclusively to Chinese consumers. In addition, the brand is using the festival to educate shoppers in China about its sustainably made products and to bring attention to its carbon reduction efforts.

BISSELL

- Michigan-based vacuum and floor-care company BISSELL has a 144-year history of continuously innovating to meet consumers' changing lifestyle habits and market demands, and the company has stayed true to its traditions as it has responded to the global pandemic.
- BISSELL tapped Alibaba's digital tools and strategies to address coronavirus-related disruptions to its supply chain early on, which ensured Bissell was well positioned to respond when floor-care sales surged 14% in China due to increased concerns over health and home hygiene. To promote its formula-based cleaning solutions and steam cleaners, the company leveraged Alibaba's Taobao Live video-streaming platform to host product demos. Bissell was able to reach consumers staying at home during the pandemic through these livestreams and saw its efforts rewarded with a significant boost in online sales starting in the first quarter.
- Since launching on Tmall in 2017, family-owned BISSELL has seen rapid growth in China. The brand has become so popular that it doubled its year-over-year sales in just 12 hours during the 11.11 festival last year.

BRAVADO/TAYLOR SWIFT

- Universal Music Group's Bravado merchandising division is the leading global provider of consumer, lifestyle and branding services to recording artists and entertainment brands around the world. The company launched a store on Alibaba's Tmall Global in October to help bring merchandise and exclusive collaborations from iconic artists such as Taylor Swift to hundreds of millions of Chinese consumers.
- Swift will debut her newest collection exclusively on Bravado's Tmall Global store and participate in its "Walk of Fame" livestreaming event to help celebrate this year's Festival. Chinese shoppers will have access to the collection for two full weeks before anyone else in the world. In addition, the Bravado Tmall Global flagship will feature merchandise from Tupac, Guns N' Roses, The Rolling Stones and Bob Marley and new artist collaborations will be added each month.

CHRISTOFLE

- Maison Christofle has been creating exceptional table art, refined jewelry and home accessories since 1830. Based in Paris, France, the luxury French brand is centered around the concept of 'the art of sharing'.
- Christofle opened its flagship store on Tmall in May 2020 and joined Tmall's Luxury Pavilion the following month. This is the first year the brand will participate in 11.11, and to celebrate this debut the brand has created a special collection for pets called 'Royal Jack'. Exclusive products such as the MOOD collection created in partnership with Pharrell Williams and Jean Imbert will also be available on its Tmall store for this year's 11.11 Global Shopping Festival.

CALIFIA FARMS

- Califia Farms, a leading plant-based food and beverage company with headquarters in Los Angeles, made its first foray into China last October through Alibaba's Tmall Global. Asia is the biggest market

for plant-based product consumption, according to data from Alibaba's Tmall Innovation Center, and Califia Farms' oat- and almond-based products immediately found a consumer audience in China.

- The brand's most popular drink is its oat and almond milk blend and its unsweetened version quickly became a top seller in China. The company leveraged Tmall Global to understand why and found that Chinese consumers have different dietary preferences and consume much less sugar than their Western peers. In addition to taking part in the 11.11 Global Shopping Festival for the first time this year, Califia Farms will continue to tap Alibaba's extensive market insights to fast-track its product cycles and adjust its formulas for the China market.

ETAM

- The Etam Group's mission is to make women look and feel their best. It incorporates three brands: Etam, Undiz and Maison 123.
- Etam launched on Tmall on 2013 with the Group's fashion and lingerie collection. Following the closure of its physical stores in China, Etam Group relaunched in China in partnership with Alibaba as an online-only operation. The Group anticipates 30-40% of its annual sales to be generated during this year's 11.11.

FENDER

- US musical-instrument maker Fender saw a significant sales bump as lockdowns prompted consumers to learn new skills and take up new hobbies. With many Fender dealers' physical stores temporarily closed, players worldwide – particularly in China – increasingly turned to online shopping to purchase Fender guitars and the brand's other products.
- In fact, the company's flagship store on Tmall saw sales increase by more than 50% from the start of the year through July, as Chinese consumers saw it as a trusted resource for accessing and learning about Fender's products. Since its launch in November 2018, the company's Tmall store has doubled its sales year over year and is on track to represent over 10% of the company's overall business in China.

GOLDEN GOOSE

- Golden Goose is a world-renowned Italian high fashion brand known for its handmade leather sneakers. The brand's collections combine traditional Italian craftsmanship with a cool, contemporary vibe – founders husband and wife Alessandro Gallo and Francesca Rinaldo draw inspiration from art and their native city of Venice, where the brand was established in 2000.
- The brand, who opened their flagship store on Tmall Luxury Pavilion in summer this year, is participating in 11.11 for the first time. Some of their most iconic and innovative products such as the Superstar, Stardan, Pure, and Yeah sneakers, together with their new range of bags called Star Bag and California Bag, are available on the Luxury Pavilion.

L'ORÉAL

- L'Oréal, the world's biggest cosmetics company that owns labels such as L'Oréal Paris, Lancôme and YSL Beauté, makes use of the Alibaba Business Operating System (ABOS) to deepen its engagement with and better meet the demands of China's young beauty mavens.
- Alibaba's digital infrastructure supports L'Oréal's marketing and product innovation: The brand teamed up with Alibaba's product-incubation unit Tmall Innovation Center to build a "knowledge library" of industry insights and trends, spanning skincare, men's and women's cosmetics, hair care and fragrances. Based on TMIC's insights on lipstick-color trends, Maybelline is developing a new lip product slated to launch early next year.
- As it doubles down on beauty tech innovations, L'Oréal has also deeply integrated its augmented-reality technology ModiFace with the Tmall app to improve the shopping experience. Consumers can access the AR-powered feature while watching livestreams from YSL Beauté, for example. ModiFace now supports more than half of all of the beauty giant's makeup offerings on Tmall.

LVMH

- As the world leader in luxury, LVMH has been leading the sector since its creation in 1987. To date, LVMH brands available on Tmall and Tmall Luxury Pavilion include: Kenzo, Hennessy, Dior Beauty, Guerlain, Givenchy, Rimowa, Fresh, Benefit, Tag Heuer and Zenith. The relationship between LVMH and Alibaba started in 2015 and continues to grow with the opening of new flagship stores. LVMH brands have also used the platform's technologies such as livestreaming, virtual mirrors and 'See Now, Buy Now'.

NURIA

- Founded in 2019, beauty brand Nuria has designed its products with a global perspective since its inception, ensuring that each item caters to the culture of the market where it's sold. The brand uses only vegan, cruelty-free, ethically sourced ingredients that resonate with clean beauty fans across the world. When Nuria wanted to expand its global footprint and enter China, it turned to Tmall Global. Digitally savvy Chinese consumers have carved a path for startups like Nuria to grow their businesses through nontraditional marketing channels, and 11.11 will give the brand significant opportunities to further raise its visibility and awareness globally.

RADHA BEAUTY

- Radha Beauty, which produces essential oils and haircare and beauty products from natural ingredients, has been selling in China via Tmall Global since 2018. The Ohio-based small business prides itself on tracing ingredients to their origins to ensure safety and transparency and attributes its popularity in China to the natural beauty trend's momentum and Chinese shoppers' increasing demand for high-quality imported products.
- To drive brand awareness during the COVID-19 pandemic, Radha Beauty tapped Alibaba's livestreaming capability on Tmall Global. The brand collaborated with one of China's leading beauty influencers to promote its products in a livestream session that generated more than \$200,000 in sales of the brand's Vitamin C Serum alone.

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.
- SmoothSkin was the second-best performing UK brand during the 2019 11.11 Global Shopping Festival. During its 2020 11.11 launch campaign with livestreamer Austin Li – just over 103m people tuned into the livestream. 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, Wales, to increase its production capacity and match growing global demand.

VITABIOTICS

- Founded over 45 years ago, Vitabiotics is the no.1 vitamin brand in the UK. Since launching on Tmall Global in 2015, China has become one of Vitabiotics’ top 3 markets internationally, with a growth rate at 5 times the average for export markets.
- In 2015, Vitabiotics launched its first flagship store on Tmall Global with a primary focus on mother and baby products. It opened its second flagship store on Tmall Global in April this year to introduce its extensive healthcare portfolio to the market. The brand has launched a host of new products targeting younger middle-class Chinese consumers. Vitabiotics has tapped into a range of digital marketing tools to engage with Chinese consumers through livestreaming and short-form videos.

VICTORIA BECKHAM BEAUTY

- Victoria Beckham Beauty made its first foray into China in July with the launch of a flagship store on Tmall Global. Both Beckham and the company’s co-founder and CEO, Sarah Creal, were convinced that Tmall Global and China would be key to the brand’s growth strategy – helping them create the right product offering and grow their business over the long-term. They knew Chinese consumers are a discerning audience of beauty enthusiasts and were certain they would be highly receptive to the brand’s high-quality products.
- For its grand opening on Tmall Global, Victoria Beckham Beauty collaborated with Viya, one of China’s most influential and successful livestreamers, to offer the brand’s new Power Glow Set exclusively to Chinese consumers. The livestream and product launch were extremely well received and generated over RMB 1 million (\$143,000) of sales in just five minutes.

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