



## **Tmall and VF Corporation Deepen Partnership in China**

### ***Consumer insights expected to drive product and market innovations***

**Hangzhou, China, June 13, 2019** – Tmall, China’s largest B2C platform under Alibaba Group, has formed a strategic partnership with VF Corporation (“VF”) to expand the global leader’s offerings of branded lifestyle apparel, footwear and accessories in China.

Under the agreement, Tmall Innovation Center (“TMIC”), the dedicated retail innovation arm of Tmall, will provide VF data-driven consumer analytics from the 654 million annual active consumers across Alibaba’s marketplaces, enabling it to tailor products for Chinese consumers. VF is the parent company of apparel brands Vans, The North Face and Timberland and is the first TMIC high-level partner in the apparel category.

“With Tmall’s unparalleled customer insights, strong technical support and in-depth market knowledge, we are eager to work with the world’s leading companies to help them bring their best products into the China market in the most-effective and efficient way. Through our partnership with VF, we are committed to helping VF create products that can precisely match the appetite of the Chinese consumer,” said Liu Bo, general manager of Alibaba’s Marketing Platform Business.

The partnership will focus on identifying new consumption trends, pre-launch testing, consumer profiling, and post-launch tracking to optimize product design, range and assortment to uncover unmet needs of Chinese consumers.

“We’re very excited to partner with TMIC to further unleash the power of consumer insights and analytics,” said David Wagner, executive vice president of Global Strategy & Growth Platforms for VF. “TMIC’s data-driven insights have enabled VF brands to better serve the Chinese customers, who make up one of the most-important markets for our business and brands.”

The deeper partnership follows a series of successful collaborations between VF and TMIC.

Drawing on insights from pre-launch testing, VF’s accessories brand, Kipling, launched a new style of backpack that became the bestseller on Tmall among the brand’s products that have debuted in 2019.

Earlier this year, Dickies, the workwear brand under VF, also collaborated with TMIC to come up with tailored products featuring elements of street culture for Chinese consumers, to meet increasing demand for the category, as highlighted by TMIC’s analytics.

In addition, TMIC helped the Vans brand optimize its product range for Alibaba’s 11.11 Global Shopping Festival this year by increasing the inventory of products favored by Chinese consumers while reducing the quantity of others, leveraging findings from TMIC’s testing and surveys.

Established in 2017, Tmall Innovation Center (TMIC) is focused on improving the effectiveness of and efficiencies around launching new products by marrying the platform's consumer insights with analytical and research capabilities. TMIC has collaborated with 100 leading enterprises, covering 800 individual brands. The household names which have already benefited include P&G, Unilever, L'Oréal, Estée Lauder, Shiseido, Mars and Samsung.

Supported by Alibaba's data technologies, Tmall, the world's largest third-party online and mobile commerce platform for brands and retailers, has long been an effective channel for showcasing new products and a one-stop shop for consumers seeking the hottest new items online. During this year's 618 Mid-year Shopping Festival, which is currently taking place, 1.5 million products have been or will be launched on Tmall.

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### **About Tmall**

Launched in 2008, Tmall ([www.tmall.com](http://www.tmall.com)) caters to consumers' ever-growing demand for high-quality products and premium shopping experience. A large number of international and Chinese brands and retailers have established storefronts on Tmall. In the 12 months ended March 31, 2019, Tmall was the largest third-party online and mobile commerce platform for brands and retailers in the world in terms of gross merchandise volume, according to Analysys, and continues to grow quickly. Tmall is a business of Alibaba Group.

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