



Alibaba Group's Tmall Partners with NYFW: The Shows

Top "China Cool" designers to be featured during NYFW this fall

New York, July 31, 2019 – Alibaba Group's (NYSE: BABA) Tmall, China's premier B2C platform for brands and retailers, today announced its new partnership with New York Fashion Week (NYFW): The Shows. The partnership will bring both top and emerging Chinese designers to NYFW this fall, as part of Tmall's commitment to cultivate fashion talent and the growing creative culture in China.

As an official partner of NYFW: The Shows, Tmall will provide a prominent platform for Chinese designers to showcase their collections at Spring Studios in New York City as part of "Tmall China Cool." Tmall will also be unveiling new partnerships and activations for Paris Fashion Week and Milan Fashion Week this year.

"We are always looking for opportunities to reach new audiences through NYFW: The Shows. Tmall's position as the leading B2C e-commerce platform in the China market is unrivaled," said Jennifer Taylor, Vice President, Global Consulting & Business Development, with IMG's fashion group. "We are looking forward to partnering with Tmall to bring 'Tmall China Cool' to NYFW this September, delivering a fresh lineup of new talent and experiences to New York's fashion industry."

"In joint partnership with NYFW: The Shows, Tmall will continue to champion talented brands and young designers in one of the most important fashion centers of the world," said Jessica Liu, General Manager of Tmall Fashion & Luxury. "Chinese consumers are increasingly experimental and individualistic. They are driving this rising trend of 'China Cool,' where designs are focused on emphasizing authenticity and heritage. We are proud to support Chinese designers in their growth and contribution to new global trends."

Tmall has been collaborating with NYFW: The Shows since 2017, most recently during [NYFW: The Shows last September](#) which featured three designers representing modern Chinese womenswear – Particle Fever, JNBY and Angel Chen. Tmall also supported them with [advanced technology](#) and tools, including enabling a "[See Now, Buy Now](#)" format which allowed consumers in China to purchase select items straight from the runway at NYFW as they viewed the show.

Last September, Tmall also hosted a pop-up market within Opening Ceremony's New York store to showcase popular Chinese brands that are riding the "China Cool" trend, ranging from the traditional medicine maker Yunnan Baiyao to the revived century-old beauty brand Shanghai Vive.

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About Tmall

Launched in 2008, Tmall (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 operated by Alibaba Group.

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