



EUROVET AND TMALL ANNOUNCE STRATEGIC COOPERATION IN THE LINGERIE INDUSTRY

Paris, 7 July 2018 - Eurovet, the organizer of the leading international trade show network for lingerie, swimwear and active wear brands and Alibaba Group's B2C leading online retail platform Tmall today announced a **long-term strategic partnership with the goal of accelerating their cooperation in China and all international markets.**



Eurovet CEO Marie Laure Bellon-Homps (left) and Tmall Fashion Business Development Director Christin Zhang (right)

As part of the framework, both companies will leverage the respective expertise and international reach to explore innovative ways to collaborate on joint projects and initiatives, in both Europe and China, with the common objective of educating and informing international and Chinese brands on the opportunities of expanding their overseas activities.

Eurovet will provide international brands attending its trade shows the opportunity to learn more about the thriving Chinese consumer market during dedicated workshops and special events curated and co-hosted by Alibaba Group's Tmall. Specialists from both companies will illustrate the "China opportunity",

sharing insights on the new Chinese consumer profile, local market's trends and tips on how to leverage Tmall solutions to optimize resources, streamline processes around supply chain management, logistics and operations, and ultimately succeed in the Chinese market. Moreover, Tmall will support Eurovet Interfilière in enhancing and consolidating its presence and awareness in China, through a number of online and offline marketing and communication campaigns addressed at the thousands of intimate apparel brands already operating on Tmall.



From left to right: Eurovet Lingerie & Swim Division Director Taya de Reynies, Tmall Fashion Business Development Director Christin Zhang, Concepts Paris CEO Jos Berry, Alibaba Group Business Development Manager Michelle Lau, Eurovet Asia Managing Director Marine Veillon

“Eurovet has been operating in China for over fifteen years, and in that time we have witnessed shifting consumer needs and buying patterns: Chinese consumers today are looking for great value and cutting edge design with improved comfort. There is great momentum for international brands to enter this market to reach this demanding and growing customer base.” said Marie Laure Bellon-Homps, Eurovet CEO.

“As the leading B2C marketplace, Tmall is already the partner of choice of several undergarment companies and businesses willing to tap into the promising, yet competitive Chinese market” added Anita Lu, Vice President of Tmall Fashion, Alibaba Group. *“We see huge potential for international lingerie and swimwear brands in China, as the growing local middle class and in particular Millennial women want to spend their disposable income on products that make them feel confident and at the same time allow them to express their personality. Demand for innovative, high-quality and fashionable underwear is massively growing in China. This is why the planned cooperation with Eurovet is a fantastic opportunity for French and international lingerie brands who want to reach a new consumer market”*

Eurovet events and trade shows attract around 1,200 brands, 500 suppliers and 40,000 visitors globally every year. In Asia, Eurovet has been organizing two major events aimed at suppliers to the fashion trade for fifteen years now - Interfilière Shanghai and Interfilière Hong Kong.

Tmall, leading B2C marketplace of Alibaba Group, is the go-to destination of thousands of European and international brands who want to access the Chinese market and engage with about 617 million mobile MAUs (monthly active users) on the group's platforms.

About Eurovet

Eurovet is the world leading trade show organizer for lingerie, swimwear and activewear, with international events in Paris, New York, Las Vegas, Shanghai and Hong Kong. For the past 50 years, Eurovet's trade shows have served the industry as business accelerators, image catalysts, and sources of innovation and inspiration for the businesses around the world.

About Tmall

Launched in 2008, Tmall (www.tmall.com) caters to consumers looking for branded products and a premium shopping experience. A large number of international and Chinese brands and retailers have established storefronts on Tmall. According to iResearch, Tmall was China's largest third-party platform for brands and retailers in terms of gross merchandise value in 2017. Tmall is a business of Alibaba Group.

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