

# SMCP

sandro maje claudie pierlot



Press release – Paris, April 23, 2019

## **SMCP partners with JD.com and expands online presence in China**

SMCP announces today a landmark partnership with JD.Com, one of the leading online platform in China, which will offer Chinese consumers an additional access to the collections of Sandro and Maje, one of their preferred brands in the accessible luxury market.

This partnership marks an important milestone in the deployment of SMCP's successful digital strategy in the APAC region, lifting the group's customer reach to another level in mainland China. It ideally complements the growing digital presence of the group in the country, fostered by the successful deployment of its three owned websites and the historical collaboration with Tmall, and further diversifies its digital sales channels.

It is also an important building block in the execution of its omnichannel strategy, bringing together the best of online and offline shopping, with SMCP having opened 137 stores in 23 cities in mainland China since the first Shanghai store opening in 2013.

Flavien d'Audiffret, SMCP's Digital & Innovation Director, said: *"We are pleased to announce this partnership with JD.com that further expands our reach in China, where online shopping is booming. This new step reflects SMCP's ambition to capture all growth opportunities in a region where our brands desirability has been constantly growing over the past five years. The deal also illustrates SMCP's digital journey towards achieving our medium-term digital penetration target."*

With around 400 million users, JD.com is one of the largest online retailer in China. With its broad network, JD.com covers 99% of China's population.

## ABOUT SMCP

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SMCP is a global player in the apparel and accessories market with three distinct contemporary Parisian fashion brands, *Sandro*, *Maje* and *Claudie Pierlot*. Present in 40 countries with 1,466 points of sale, SMCP generated €1 bn sales in 2018. Evelyne Chetrite and Judith Milgrom founded Sandro and Maje in Paris, in 1984 and 1998 respectively and continue to provide creative direction for the brands. Claudie Pierlot was founded in 1984 by Madame Claudie Pierlot and acquired by SMCP in 2009. SMCP is listed on the regulated market of Euronext Paris (compartment A, ISIN Code FR0013214145, ticker: SMCP).

### INVESTORS CONTACT

Celia d'Everlange  
Pauline Roubin

+33 (0) 1 55 80 51 00

[celia.deverlange@smcp.com](mailto:celia.deverlange@smcp.com)

[pauline.roubin@smcp.com](mailto:pauline.roubin@smcp.com)

### PRESS CONTACT

Brunswick - Hugues Boëton

+33 (0) 1 53 96 83 83

[smcp@brunswickgroup.com](mailto:smcp@brunswickgroup.com)