



## **SEPHORA Opens Flagship Store on JD.com Marketplace Platform to Serve Growing Chinese Market for Authentic Cosmetics**

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### **Marks Leading Cosmetics Retailer's Breakthrough Entry Into Chinese E-Commerce Market**

BEIJING, May 13, 2015 (GLOBE NEWSWIRE) -- SEPHORA, the leading global beauty retailer, today announced the launch of its first and only Chinese online flagship store on JD.com (Nasdaq:JD), China's largest online direct sales company. This marks a significant step forward for Sephora, the leading beauty retailer of LVMH Group, in its e-commerce and overall retail strategy for China.

Upon launch, SEPHORA's store will be the largest cosmetics store on JD.com's platform, featuring over 1,200 items from more than 70 leading international cosmetic brands, including Dior, Guerlain, Givenchy, Benefit and Kenzoki, among dozens of others.

"SEPHORA is dedicated to providing the best, most trusted beauty solutions for our customers, while making shopping more efficient, intelligent and fun," said Anne Veronique Bruel, president of SEPHORA Asia. "That's why we are delighted to be partnering with Chinese e-commerce pioneer JD.com, which is known for its superior customer service, fast nationwide delivery and longstanding reputation as the online source for guaranteed product authenticity. SEPHORA is renowned for its beauty solutions from the world's best brands. I am confident that together we will be able to provide Chinese consumers with a truly world-class online shopping experience, without the worry of counterfeits."

"JD.com's Beauty Channel is focused on providing the highest-quality products and services to our customers and we are very excited to offer Chinese consumers convenient access to leading beauty solutions from SEPHORA, one of the world's top retailers," said Haoyu Shen, CEO of JD Mall. "As China's largest e-tailer, we are able to offer SEPHORA an end-to-end e-commerce solution that ensures Chinese consumers have the best possible brand experience when purchasing their beauty products online. Our direct cooperation with Sephora further strengthens the confidence of cosmetics shoppers in China that JD.com is the go-to site for the most sought after authentic name-brand products."

JD.com's industry-leading marketplace is increasingly the platform of choice for both domestic and internationally renowned brands and manufacturers, featuring dozens of leading global fashion and apparel brands.

### **About SEPHORA**

A revolutionary beauty retailer, SEPHORA has been changing the face of prestige cosmetics since its industry-shaking debut in 1969 in Limoges, France. SEPHORA was acquired by leading luxury group LVMH in 1997, where its dynamic, open-sell atmosphere evolved by merging the freedom of experimentation and product discovery with the expertise of personal consultants. Today, SEPHORA China stores are home to a curated assortment of more than 200 world-class brands – including classics, cult favourites, emerging collections and SEPHORA's own private label, SEPHORA COLLECTION, and feature more than 10,000 unique products across makeup, skincare, perfume, hair care, body care, professional tools and more. Powered by SEPHORA University, SEPHORA is the beauty education hub, offering customized consultations at the Beauty Studio, a variety of complimentary classes and one-on-one service from Personal Beauty Advisors, along with exclusive retail technology including COLOR IQ, resulting in the most expansive educational services in beauty retail. With over 2,000 locations in 32 countries, SEPHORA is an international force in beauty.

### **About JD.com**

JD.com, Inc. is the largest online direct sales company in China. The company strives to offer consumers the best online shopping experience. Through its content-rich and user-friendly website jd.com and mobile applications, JD.com offers a wide selection of authentic products at competitive prices and delivers products in a speedy and reliable manner. The company believes it has the largest fulfillment infrastructure of any e-commerce company in China. As of March 31, 2015 JD.com operated 7 fulfillment centers and a total of 143 warehouses in 43 cities, and in total 3,539 delivery stations and pickup stations in 1,961 counties and districts across China, staffed by its own employees. The Company provides standard same-day delivery in more than 130 counties and districts, and standard next-day delivery in more than another 850 counties and districts across China.

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