



Jun 18, 2018

Laox. Co., Ltd.

Laox’s Overseas Flagship Store on Suning.com, renovated and reopened on 618 (Jun 18th), the second most important sales-promotion day in China’s E-commerce after 11.11 (Singles’ Day)

Laox Co., Ltd. (headquartered in Minato Ward, Tokyo/Representative Director and President Luo Yiwen/security code 8202, hereinafter referred to as “we”) renovated and reopened our flagship store on Suning.com on June 18, or 618, so important a day in China’s E-commerce market.

As announced in our Medium-Term Management Plan, we are aiming to evolve from passive business where we wait for our customers in our physical stores to active business where we approach potential customers through various channels including cross-border E-commerce sites and WeChat, a leading social messaging application in China. Accordingly, we renovated and reopened our flagship store on Alibaba’s T-mall and opened a store on our official WeChat account.

China’s E-commerce market has been rapidly expanding. According to the report on E-commerce in China, 2017, published by the Chinese Ministry of Commerce, the total retail sales of E-commerce in China was 7.18 trillion yuan, or 123 trillion yen, representing a year-on-year increase of 32.2% and the total amount of E-commerce export and import was 90.24 billion yuan, or 1,555 billion yen, a year-on-year increase of 80.6%. Sales promotion on November 11th, also known as Double Eleven or Singles’ Day, was started by Alibaba and has spread to the entire Chinese E-commerce market. June 18th, also known as 618, is the second most important sales event after Singles’ Day and has been established as a promotional opportunity throughout the Chinese E-commerce market. We have decided to reopen Suning.com Laox Overseas Flagship Store, which has been temporarily closed, on June 18th after expanding the product assortment and improving services.

Suning.com Laox Overseas Flagship Store is in a cross-border E-commerce mall, g.suning.com. The online store sells items such as popular hair-care and beauty appliances, cosmetics, and health supplements that many customers order repeatedly. It is offering discount coupons and special gifts depending on the purchase amount, and the same benefits are available on T-mall Laox Overseas Flagship Store. Also, our on-line store on WeChat is selling popular products at discounts up to 50%. These are all part of our efforts to meet the needs of our customers on 618, an important day in the Chinese E-commerce market.



from left to right: Suning.com Laox Overseas Flagship Store; T-mall Laox Overseas Flagship Store; Laox WeChat Store

« Contact for information regarding this announcement »
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