

Shaddy, Laox’s subsidiary company, opened its online flagship store on Suning.com!

Shaddy Co., Ltd. (“Shaddy”), the subsidiary company of Laox (hereinafter referred to as “we”), opened its online flagship store on Suning.com, Suning’s cross-border E-commerce site, on March,31.

Shaddy has carried out structural reforms while at the same time creating synergies within Laox since becoming the subsidiary of Laox group. Shanghai Shaddy Cultural Creativity Co., Ltd., seen as the milestone of Shaddy’s localize strategy in the Chinese market, was founded in October 2019.

As the leading gift company in Japan, Shaddy specializes in gift related products. Shaddy entered the Chinese market this time by integrated utilizing of Suning’s platform. The online flagship store will sell approximately 170 SKUs(Stock Keeping Unit) products, such as Japanese cosmetics, household goods, daily necessities, and toys, which are very popular in China as well for its “safe and secure” premium quality.

By utilizing our resources and strong network in China, we will introduce Japanese culture as well as offer the variety of products and services to the Chinese market. Please stay tuned.



※Photo: This is Shaddy’s flagship store’s HP on Suning.com.

《Contact for information regarding this report》
Corporate Public Relations Division, Laox Co.,Ltd. TEL:03-6852-8881