

La Redoute Works With Azoya

To Access The China Market

Ray Huang, China (2016/05/18) - Azoya announced earlier this month that La Redoute, a French mail order company founded by Joseph Pollet in 1837, has entered a strategic relationship with Azoya to develop its China market.

As a multi-line retailer specializing in ready-to-wear apparel and home decor, La Redoute is the 2nd largest seller of women's apparel and the 3rd largest seller of linens in France. Its e-commerce site www.laredoute.com is the top ranked French site for apparel and home decor, with more than 7 million unique visitors each month. The company operates in 26 countries and has more than 10 million active customers.

The main area which La Redoute covers is Europe. However, La Redoute is determined to achieve more and serve more customers. It sets its eyes on the ever-evolving market – China.

Famous as La Redoute is in Europe, it still needs localized operation to enhance its brand awareness in China. Azoya will provide fully managed cross-border e-Commerce services to La Redoute to ensure Chinese consumers easily find La Redoute and buy from it without any barriers. Azoya draws a well-established start-up strategy and help La Redoute directly exposed to Chinese online shoppers. The initial marketing campaigns focus on social media, SEO, cross-border shopping forums and affiliated marketing channels, etc.

Chinese young female online shoppers constitute the largest demographic of the country's online shoppers. They are inclined to buying genuine overseas-manufactured quality products. As the middle class grows, they will shift their shopping targets to high-end and exclusive products. La Redoute caters well to the needs of its target customers in China. Azoya is confident that together we will create a bright future in China market.

About Azoya

Azoya is a leading turnkey e-commerce solutions provider, which endeavors to help overseas retailers break into China via cross-border e-commerce. The company prides itself as being the e-commerce leader that has signed exclusive agreements with the largest number of overseas retailers in China. With its all-encompassing services and dedicated specialist team, the company has won trust from more than 35 overseas retailers in 11 countries, such as La Redoute, the largest online retailer of women's apparel in France; and Feelunique, the largest online premium beauty retailer in Europe. For more details, visit <http://www.azoyagroup.com/>
