

ALIBABA'S TMALL GLOBAL ANNOUNCES WINNERS OF THE 2021 U.S. "GO GLOBAL 11.11 PITCH FEST" TO HELP AMERICAN BRANDS EXPAND GLOBALLY

Seven U.S. Brands Selected to Launch During Alibaba's 11.11 Global Shopping Festival in November



Alibaba Group's Tmall Global announced the winners of its 2021 "Go Global 11.11 Pitch Fest," an initiative designed to help small and emerging U.S. brands expand their businesses globally.

New York, NY (November 1, 2021) – Alibaba Group's Tmall Global, the leading cross-border business-to-consumer marketplace in China, announced today the winners of its second annual ["Go Global 11.11 Pitch Fest,"](#) which was created specifically to help small and medium-sized U.S. brands expand their businesses globally. The seven winning brands have been fast-tracked to launch on Tmall Global, just in time for the first day of sales for Alibaba's [11.11 Global Shopping Festival](#), the largest shopping event in the world.

The selected brands are selling to China via the [Tmall Overseas Fulfillment program](#), which offers brands greater inventory flexibility and reduces operational and logistical hurdles. Tmall Global also provides Pitch Fest winners with marketing advice, tools, and resources, including a dedicated livestream session ahead of 11.11 to help brands promote their products and increase their brand awareness in China. Learn more about how the Pitch Fest brands have been gearing up for 11.11 [here](#).

"Chinese consumers are eager to try high-quality products from U.S. brands and the Pitch Fest is designed to help American small and medium-sized businesses find growth in China," said Tony Shan, Head of Tmall Global for the Americas. "Using the 11.11 festival as a launchpad, this year's Pitch Fest winners will be able to tap into this incredible opportunity to grow their brand awareness and sales in China."

This year's Pitch Fest winners include several clean beauty and skincare brands that are launching in China at an opportune moment, given Chinese consumers' growing interest in natural, plant-based ingredients. The skincare market in China is forecast to reach [nearly \\$40 billion](#) by 2027 and demand is high in the country for quality beauty and personal care products by American brands.

The seven participating brands include California-based clean skincare brand **Boscia**, which has roots in Japanese beauty regimens and been at the forefront of the nontoxic movement for nearly two decades; Oregon-based **Schmidt's**, the first deodorant in the United States to be certified natural by Ecocert COSMOS Natural; Hawaii-based **Honey Girl Organics**, a 15-year-old clean skincare brand whose honey-based products include an array of creams and balms, all free of parabens, hormones, silicones, petroleum products and preservatives; and **SBLA Beauty**, maker of the original Neck, Chin, & Jawline Sculpting Wand, a technology-driven anti-aging solution that delivers a concentrated serum that boosts collagen and smooths and tightens the skin.

The other three Pitch Fest brands are California-based **Vegamour**, a hair wellness brand whose founding mission is to offer consumers safe and effective natural products that stimulate hair growth; New York-based **basq NYC**, a maternity skincare brand whose plant-based moisturizers are clinically proven to improve skin elasticity while relieving the tightness and itchiness that often accompany pregnancy; and Texas-based **Bella Belle**, a maker of exquisite, handcrafted bridal and special occasion shoes that are designed to be as comfortable as they are beautiful.

Since 2014, thousands of U.S. brands have used Tmall Global to sell directly to hundreds of millions of Chinese consumers. In 2020, American businesses sold more than \$54 billion worth of goods to Chinese consumers through Alibaba's platforms, a strong testament to Chinese consumer demand for U.S. brands. Nearly 200 U.S. brands have launched on Tmall Global since January 2021.

About Tmall Global

Launched in 2014, Tmall Global (www.tmall.hk) is an extension of Alibaba Group's Tmall platform that addresses the increasing Chinese consumer demand for international products and brands. It is the premier platform through which overseas brands and retailers reach Chinese consumers, build brand awareness and gain valuable consumer insights in forming their overall China strategy, without the need for physical operations in China.

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