

Bric's partners with CDF-Sunrise to expand online presence in China



Bric's celebrates a strong collaboration with CDF-Sunrise

Italian luxury travel brand Bric's has expanded its online retail presence in China, through a strategic partnership with CDF-Sunrise.

This "significant step" in the brand's digital strategy follows the successful launch of its flagship store on Tmall in 2023.

According to Bric's, this collaboration marks its commitment to making its premium travel luggage, bags, and accessories more accessible to the Chinese market.

With a heritage spanning over 70 years, Bric's represents the epitome of Italian craftsmanship,

combining timeless elegance and style, with collections designed for discerning travelers who value quality and luxury in every detail.

Bric's said its partnership with CDF-Sunrise, which boasts a loyal user base of more than 30 million, "aligns perfectly with Bric's values and dedication to meeting the desires of consumers". "This expansion into the CDF-Sunrise online marketplace is a testament to Bric's ongoing strategy to build a multi-channel network that allows consumers to purchase with ease and convenience. Bric's is confident that this new channel will further consolidate its position in the luxury travel goods industry, offering unparalleled quality," the brand stated.