

Online marketplace eBay courts China shoppers

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The California-based firm teamed with Chinese luxury online retailer

Xiu.com to launch a localized eBay Style website at ebay.xiu.com.

"Our long-term vision is to connect [Chinese consumers](#) to [global products](#) and brands that they want and love in a seamless and safe way," eBay said in a release.

"By partnering with Xiu.com we are able to surface our best inventory to Chinese consumers, while providing a simple and easy [shopping experience](#)."

Offerings will include thousands of brands of clothing, handbags, beauty products and more, with Xiu handling sales, deliveries and customer service, according to the companies.

"We believe that in the future Chinese consumers will use eBay as a passport to global fashion styles, especially for leading women's brands and accessories, and menswear," said eBay vice president Melanie Tan.

Sales to shoppers in China navigating eBay in English have increased 40 percent in the past year, according to Tan. Xiu will tailor the new website to local language and culture, the companies said.

"Our mission is to bring the best of the world to China, so [eBay](#), with its global access, is an ideal partner for us," said Xiu.com chief executive George Ji.

"We also hope to introduce a new, more inspiring buying experience to Chinese consumers."

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