

# FASHION WEEK **DAILY**

## Eastern Deliveries

### Gilt Groupe launches Gilt Groupe Japan

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**(NEW YORK)** As the news cycle churns out more and more news of industry shrinkage, one flush retailer is forging ahead. Yes, that's right--Gilt Groupe is at it again, launching Gilt Groupe Japan with online designer sales functioning much in the same way it does domestically. Designer-specific invitation-only online sales will begin at 9 p.m. (as opposed to noon in the United States) and will last 36 hours. "Japan has always been synonymous with luxury and style, it seemed like the natural next market for Gilt Groupe to expand to," said Susan Lyne, the brand's CEO. "We are also excited to provide the tech-savvy Japanese accessibility to a mobile registration page for easy sign-up to Gilt Groupe." Clearly, the strategy is paying off--Gilt Groupe recently sponsored the splashy New York premiere of *Valentino: The Last Emperor*, which drew the likes of Anne Hathaway, Gwyneth Paltrow and Madonna. With more beauty offerings in the works and rumors of even greater expansion, this brand is poised to ride out the recession on a winning streak.

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