

BorderX Lab Launches Innovative Lifestyle Marketing Campaign to Sell Streetwear Direct to Chinese Consumers

Program Capitalizes on China Hip Hop Phenomenon and Features Rapper 'Ice,' Fashion Influencers and NY Fashion Week Interviews

SUNNYVALE, Calif., September 25, 2018 – In a first campaign of its kind, cross-border e-commerce tech company BorderX Lab, Inc. (www.borderxlab.com) is setting out to drive sales of streetwear products to consumers in China.

The company has rolled out a multimedia campaign capitalizing on the Hip Hop phenomenon in order to promote fashion and accessories provided by Barneys, Greats, Bally, Finish Line, Zappos, Bloomingdales and MNML.

The cultural lifestyle campaign includes a celebrity spokesperson, the bi-lingual rapper "Ice," and content generated at and around New York Fashion Week, as well as web, social media and video components. It is designed to promote a diverse range of streetwear lifestyle products, including shoes, apparel and electronics.

BorderX Lab's Beyond app is the leading cross-border e-commerce solution for western brands and merchants targeting the explosive global middle-class Chinese consumer market with products in the fashion, beauty, healthcare and lifestyle categories. According to Nancy Zhang, BorderX Lab's head of partnerships, New York, the streetwear campaign was conceived organically as a result of the app's recent sales success in the category, particularly with sneakers.

"The popularity of sneakers and apparel that reflect a Hip Hop or 'streetwear' aesthetic is very hot right now in China," said Zhang. "With sales and marketing teams in the U.S. and China, we're able to respond quickly to the latest market trends and create robust programs that add significant value for our brand and retail partners."

Adding star power to the program is the rapper 'Ice,' who has been outfitted by BorderX Lab for high profile web and social media appearances, including performances and interviews with fashion influencers and Chinese consumers. In a video produced by BorderX Lab, New York City-based streetwear and rap culture mavens offer a generally positive critique of Ice's look and flow at the mic, with one even inviting him to perform in the US.

The popular entertainer believes the program takes advantage of the strong synergy between the worlds of music, fashion and self-expression for young people in China.

"Hip Hop is a strong cultural statement and goes far beyond music into what you wear and your attitude," said Ice. "This program brings this all together and lets Chinese youth get the authentic clothes and accessories they desire to join in this international phenomenon."

You can view the video BorderX Lab produced to support the streetwear campaign via [this link](#).

To date, BorderX Lab has partnered with more than 60 merchants to offer a catalog of more than 5,000,000 products to Chinese consumers, who have downloaded the company's iOS and Android apps more than four million times.

For more information about BorderX Lab, or to inquire about brand and merchant partnerships, contact merchants@borderxlab.com.

About BorderX Lab, Inc.

[BorderX Lab](#), headquartered in Silicon Valley and with offices in Shanghai, Beijing and Jiangsu Provinces, China, is the leading cross-border e-commerce solution for Western brands and retailers targeting the Chinese market. The company's mission is to connect American and European merchants with the global middle class. BorderX Lab's advanced technologies includes machine learning and artificial intelligence bots to make global commerce automatic, intelligent and interactive. Investors include Kleiner Perkins, Hillhouse Capital Group, CBC (China Broadband Capital), WeLight Capital and iFly Venture Capital. For more information, please visit www.borderxlab.com.

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For further information: Feintuch Communications: Henry Feintuch (212-808-4901) / Doug Wright (212-808-4903) / Richard Anderson (718-986-1596) or borderx@feintuchpr.com