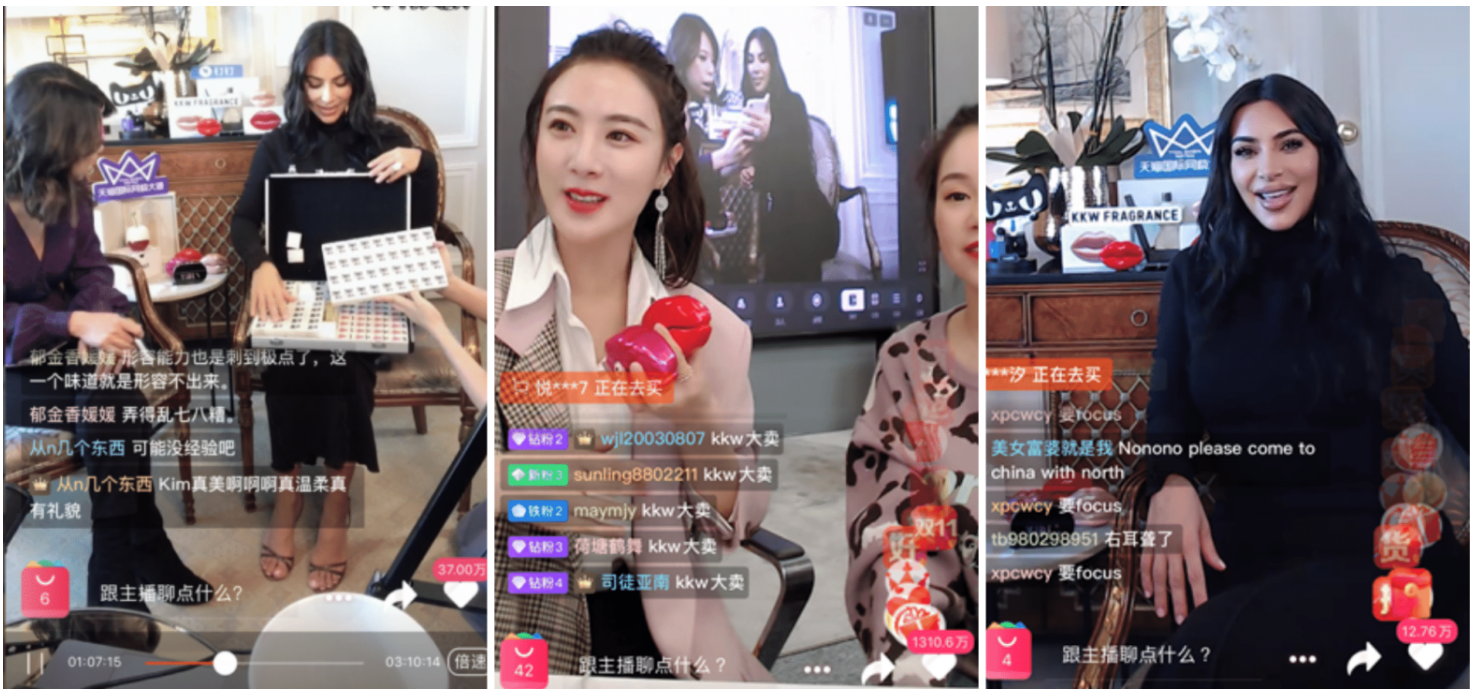
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Viya Huang and Kim Kardashian collaborating on livestream | Photo source Tmall

CHINESE ECOMMERCE PLATFORM LIVESTREAMS INFLUENCERS TO BOLSTER SALES

RETAIL

Tmall hosted a livestream chat with influencers Viya Huang and Kim Kardashian, viewed by over 13 million and selling 15,000 bottles of Kardashian's perfume

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