

《双十一升级怎么玩？准备好剁手了吗？》

导读:双十一又双叒来啦！作为马云背后的女人跟男人，你准备好剁手了吗？



On Oct. 20, Chinese e-commerce giant Alibaba announced plans to extend the span of its 24-hour online shopping festival to 24 days, starting from Oct. 21.

10?20????????????????????????????????10?21??????24????????????????????24??

The one-day event has been held annually on Nov. 11 since 2009, celebrated with a variety of deals and discounts from Tmall. It achieved unexpected success with a combination of entertainment and consumption in 2015. This year, more entertainment elements will be added into the festival, including online broadcasts and VR, to enhance interaction with consumers. Additionally, Katy Perry has been named the global ambassador of the festival, and will perform at a gala event in Shenzhen to kick things off, according to People's Daily Online. The festival has truly gone beyond online shopping, said Zhang Yong, the third CEO of Alibaba.

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????????????????VR?????????????????????????Katy
Perry??CEO????“????????????????????”

This year, the distribution scope of Tmall's shopping festival will move beyond the Chinese mainland, enabling those living in Hong Kong and Taiwan to purchase high-quality goods. Alibaba has also made preparations to expand the shopping festival to Hong Kong.

