



国际奥委会在天猫开设首家官方旗舰店

The International Olympic Committee (IOC) and its Worldwide Top Partner Alibaba Group **announced** last Saturday that the first-ever Olympic official online store has been launched on Tmall, China's largest e-commerce **platform**.

国际奥委会及其全球顶级合作伙伴阿里巴巴集团上周六宣布，已在我国最大的电商平台天猫上开设了首家奥林匹克官方旗舰店。

The Olympic store on Tmall offers official products of three Olympic **core** licensing collections -- the Olympic Games Collection, the Olympic Heritage Collection and the Olympic Collection.

奥林匹克天猫店提供3类奥运官方核心特许商品系列--奥运赛事系列，奥运经典系列和奥运品牌系列。

The Olympic Games Collection includes branded products for upcoming Games like the Tokyo 2020 Olympics and Beijing 2022 Winter Olympics.

奥运赛事系列包括东京2020年奥运会和北京2022年冬奥会等即将举行赛事的品牌产品。



The Olympic Heritage Collection features products from **previous** Olympic Games, while the Olympic Collection targets young people and will mainly offer sports equipment and toys.

奥运经典系列以往届奥运会产品为主，奥运品牌系列则以年轻人为目标用户，将主要提供体育用品和玩具。

"The launch was made possible thanks to the support of our Worldwide Olympic **partner** Alibaba's technology and **expertise**," said Timo Lumme, the IOC Television and Marketing Service Managing Director.

国际奥委会电视与营销主管蒂莫·卢姆表示：“得益于我们的全球奥运合作伙伴阿里巴巴的技术和专业知识的支

持，这一项目才得以启动。”
"From today we look forward to offering the latest exciting Olympic products to Chinese Olympic fans through our new Olympic store on Alibaba's **platform**."

“从今天开始，我们期待着通过阿里巴巴平台上的新奥林匹克网店，为中国的奥运爱好者提供最新的奥运产品。”