

Rednote' s Independent Cross-Border Platform “Redshop” Is About to Launch



Following the giants such as Temu, TikTok Shop, and Alibaba International, another major player has officially entered the market. Redshare, a new independent cross-border e-commerce platform, will be launched by Xiaohongshu in June 2026. Currently, the platform is in

the beta testing phase with a targeted invitation of the first batch of seed merchants.

Unlike the existing mainstream cross-border platforms, Redshop has stripped away the social sharing feature and focuses on building a pure transaction loop. The platform will undertake the localization presentation of product content in overseas markets, and convey it to the overseas Chinese community as well as international users who are interested in Eastern aesthetics and Chinese lifestyle.

The first batch of target markets and the core operation model

Redshop will adopt the “full hosting model” that is already relatively mature in the industry. The first batch of markets to go online will cover 9 core regions worldwide, including: **Hong Kong and Macao of China, the United States, the United Kingdom, Australia, Canada, Singapore, Malaysia.** These markets have a strong base of

Chinese users and a relatively high acceptance of Chinese cultural products, providing a natural starting ground for the platform.

Merchant side: Just need to stock the goods at the designated transfer warehouse set up by Xiaohongshu in China;

Platform side: Bear all the subsequent complex processes, including international trunk logistics, import and export customs clearance, overseas "last mile" delivery, multilingual customer service, cross-border payment settlement, as well as local translation and operation of the product content.

Differentiation positioning: Focusing on cultural characteristics and original design

The core strategy of Redshop lies in differentiation, to avoid getting trapped in the price war of mainstream platforms. Its initial recruitment direction is clearly focused on non-standard products with Chinese cultural characteristics and strong design sense. Among them, the **key recruitment categories** include: **traditional handicrafts** (such

as embroidery, ceramics, woodcarving), Chinese-style cultural and creative products and accessories, independent designer brand clothing, unique handicrafts, niche lifestyle aesthetic goods, and distinctive sportswear and accessory creators, etc.

The platform aims to create a shopping platform with a distinct style and strong quality appeal, meeting the demands of overseas users for uniqueness and cultural value.

Currently, Redshop is in the strict targeted invitation internal testing phase. For these carefully selected seed merchants, Redshop promises to provide significant resource support, including platform traffic prioritization, extremely low or even waived commission rates, and dedicated operation personnel providing 1-on-1 support and guidance, in order to help them quickly open up the overseas market.