

# NET-A-PORTER.COM

## **NET-A-PORTER.COM ventures exclusively into its first ever fine jewelry ecommerce partnership with CHANEL**

NET-A-PORTER.COM, the world's premier online luxury fashion destination will unveil for the first time the brand new CHANEL Fine Jewellery collection on April 15, 2015.

Designed by the French Maison's own Fine Jewellery Studio of Creation, the assortment entitled COCO CRUSH comprises five rings and one cuff, each featuring the brand's iconic, sophisticated, quilting detailing across 18-karat white and yellow gold designs. In its simplicity, the radical and resolutely contemporary spirit of the COCO CRUSH collection expresses all the values of modernity and refinement that have distinguished CHANEL Fine Jewellery since its origins.

"We are thrilled that CHANEL has decided to work with NET-A-PORTER on this exclusive initiative. CHANEL is a brand that we admire greatly and we are incredibly honored and proud to partner with them on their first ever fine jewelry ecommerce project. This fabulous collection completely embodies the unequivocal chic CHANEL spirit – classic, modern and timeless – that is sure to resonate with the NET-A-PORTER customer." **Alison Loehnis, President, NET-A-PORTER.COM.**

The COCO CRUSH collection will launch on NET-A-PORTER within a digital pop-up shop developed by the retailer's in-house technology team. "We have really enjoyed bringing the COCO CRUSH experience to life. Our creative and technical teams have been working closely together to build the pop-up shop within the lightweight cloud-based technology and responsive design that powers the global NET-A-PORTER platform. This showcases our technical DNA which fuses reliable engineering practises with an energised start-up culture," says **James Gellately-Smith, Head of Technology, NET-A-PORTER.COM**

The COCO CRUSH collection will be available exclusively on NET-A-PORTER from April 15, 2015 until May 6th 2015

Prices range from £1,400 to £13,500

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### **About NET-A-PORTER.COM**

NET-A-PORTER.COM launched in June 2000 and has since established itself as the world's premier online luxury fashion destination. A pioneer of innovation: NET-A-PORTER is presented in the style of a fashion magazine, is renowned for its unparalleled edit comprising more than 390 of the world's most coveted designers including Saint Laurent, Isabel Marant, Alexander McQueen, Givenchy, Valentino, Dolce & Gabbana, Gucci and Stella McCartney, and creates captivating content through its weekly fashion glossy, THE EDIT. The business added beauty to its assortment in 2013 and currently features over 130 specialist beauty brands. A year later, NET-A-SPORTER – a dedicated activewear category that encompasses technical and stylish wares suited to 11 disciplines was introduced. Service is paramount to NET-A-PORTER in all its entirety – offering express worldwide shipping to more than 170 countries (including same-day delivery to Manhattan, London and Hong Kong and next

day delivery to the UK, US, Germany, France, Australia and Singapore), a seamless shopping experience across mobile, tablet, desktop, email and telephone, luxurious packaging, easy returns and a multi-lingual Customer Care and Personal Shopping team that are available 24/7, 365 days a year. [www.net-a-porter.com](http://www.net-a-porter.com)