

NET-A-PORTER



NET-A-PORTER LAUNCHES ITALIAN FINE JEWELRY BRAND, BUCCELLATI

On March 15, luxury fine jewelry brand Buccellati will launch at NET-A-PORTER, marking the first time the renowned Italian jeweler has sold to a luxury global online retailer, aside from their standalone stores.

NET-A-PORTER will launch 22 styles from Buccellati's iconic 'Macri', 'Hawaii' and 'Rombi' collections, which perfectly encapsulate the brand's timeless design aesthetic and refined craftsmanship. The assortment will span rings, earrings, necklaces and bracelets in 18 karat yellow, white and rose gold variations, with and without diamonds.

"We are thrilled to be launching Buccellati at NET-A-PORTER. Founded in 1919, it is an iconic fine jewelry brand with such rich heritage. The 'Macri', 'Hawaii' and 'Rombi' collections all perfectly showcase the incredible detail and skill of the Buccellati Atelier in Milan. Each piece displays the most exquisite craftsmanship and quality, which we know our global customers will love. The texture and finish of each Macri cuff is unique, making the stones on every item truly magical." Sophie Quay, Buyer for Fine Jewellery at NET-A-PORTER

"Buccellati is pleased to announce its debut at NET-A-PORTER. It is a wonderful new partnership between tradition and contemporary style, combining our unrivalled heritage and craftsmanship with a pioneering platform for luxury brands. We are proud to expand our presence with such an influential global e-tailer and present our iconic collections, that we are sure will thrill all NET-A-PORTER customers around the world." Mr Andrea Buccellati, President and Creative Director of Buccellati.



Prices range from £5,000 to £100,000.

The collection will launch on Wednesday, March 15 at NET-A-PORTER.

Customers will be able to sign up to a waiting list ahead of the launch from 9am GMT on Friday, March 10.

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About NET-A-PORTER

NET-A-PORTER 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 speaks to a global monthly audience of six million female luxury consumers, fans and followers via the weekly shoppable digital magazine THE EDIT, PORTER Magazine, the game-changing luxury fashion magazine that combines the intimacy of print with a state-of-the-art digital shopping experience and THE NET SET, the world's first shoppable social media platform. NET-A-PORTER is presented in the style of a fashion magazine, renowned for its unparalleled edit comprising more than 450 of the world's most coveted designer brands, including Gucci, Saint Laurent, Givenchy, Valentino, Dolce & Gabbana, and Stella McCartney, and over 200 specialist beauty brands. NET-A-PORTER champions unparalleled customer service – 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

BUCCELLATI

Buccellati is one of the world's most renowned high jewelry houses, celebrated for its craftsmanship, design, and one-of-a-kind masterpieces. Buccellati prides itself in its use of rare stones with a strong focus on colour; a characteristic uncommon to many fine jewelry makers. Today, Buccellati jewels are admired worldwide not only for their design and genuine craftsmanship, but also for the house's signature engraving techniques, which date back to the ancient traditions of the goldsmith's ateliers of the Italian Renaissance. Buccellati boutiques can be found worldwide in Milan, Venice, Florence, Cala Di Volpe, Capri, Monte Carlo, Paris, London, Moscow, Dubai, New York, Chicago, Aspen, Beverly Hills, Bal Harbour, San Francisco, Palm Beach, Hong Kong, Tokyo, Seoul, Osaka e Nagoya.