

NET-A-PORTER

PIAGET



PIAGET MAKES ITS DEBUT AT NET-A-PORTER

This April, luxury jewellery and watch brand Piaget will launch at NET-A-PORTER, marking the first time the elegant creations by the iconic Swiss Maison will be sold through a luxury global online retailer, aside from their standalone stores and own brand e-commerce site.

NET-A-PORTER will launch both fine jewellery and watch creations from 'Possession', a signature Piaget collection that welcomes colour for the first time with an assortment of bold ornamental stones. Defined by its unmistakable rotating rings, Possession is an irresistible invitation to experience an evocative jewelry ritual with every turn of the rings. The collection includes rings, necklaces and bracelets in 18-karat white and pink gold variations, with some new creations featuring vibrant coloured stones and brilliant diamonds. Two watches accompany the assortment in both white and rose gold diamond styles that perfectly encapsulating the radiance and effortless elegance of Piaget.

"We are thrilled to be launching Piaget at NET-A-PORTER. This iconic brand is perfectly in tune with the NET-A-PORTER woman. Each piece displays the most exquisite craftsmanship and quality, which we know our global customers will love. The colourful stones from the 'Possession' collection are exquisite and truly one of a kind ." – Sophie Quy, Buyer for Fine Jewellery at NET-A-PORTER

"As the ultimate e-commerce platform for luxury, NET-A-PORTER is the ideal partner for Piaget's first foray outside of the Maison's own channels. We are delighted to bring the Piaget Possession collection to the NET -

A-PORTER client as she shares many of the same values as Piaget: audacious creativity, elegant style and positive energy.” - Chabi Nouri, CEO Piaget as of the 1st of April 2017

The introduction of bright and bold Piaget colours to an iconic jewellery collection called for an equally vibrant and colourful collaboration with a woman who embodies the vitality of Possession. A dynamic force in the world of fashion, Olivia Palermo is the face of the campaign for Piaget for the second year running, putting her distinctive spin on this collaboration.

“Colour is very much something I enjoy in life. I love that it was incorporated in the new collection,” says Olivia Palermo. “I think within the collection you see the different ways women can wear the Possession pieces and how it gives them confidence.” – Olivia Palermo, International Style Icon, Creative Director, Philanthropist, Entrepreneur and face of Piaget Possession.

The collection will launch on the 3rd of April 2017 at NET-A-PORTER.

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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

About Piaget

It was in La Côte-aux-Fées that Georges-Edouard Piaget set up his first workshop in the family farmhouse and devoted himself to producing high-precision movements. 1874 marked the start of an ever-growing reputation in the watch industry. In 1943, the company took a decision that would prove crucial to its future by registering its brand name.

Piaget is also a style: a marriage of gold and an explosion of colour, new shapes, precious gems, and dials made of hard stones. Building on more than 140 years of history, the ever-bold brand innovates by offering jewels in motion, extravagant High Jewellery collections as well as exceptional luxury watches – making it one of the world’s most prestigious watchmaker-jewellers.

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