

NET-A-PORTER

Cartier

CARTIER ENTERS INTO ITS FIRST PARTNERSHIP WITH NET-A-PORTER FOR AN ECOMMERCE EXCLUSIVE

This May, NET-A-PORTER will unveil an exclusive pop-up shop with Cartier and welcome the Panthère de Cartier watch – an iconic timepiece from the early eighties.

The newly reinstated collection will comprise 12 models across yellow gold, rose gold, white gold and stainless steel variations, with and without diamond bezels. A further two creations are directly inspired by the emblematic spotted panther motif, in rose gold and black lacquer as well as white gold and diamonds, both of which are limited edition.

The assortment will be accessible via a dedicated Cartier pop-up shop, created exclusively for the launch of the Panthère collection for one month only. Through captivating media content produced specifically for NET-A-PORTER's unrivalled platforms and social channels, the visuals pay homage to this feminine jewelry watch and its staying power as a contemporary essential.

"I am delighted that Cartier has chosen YOOX NET-A-PORTER GROUP as its first online retail partner to sell the Panthère watch. This partnership with the renowned French jeweler and fine watchmaker for this exclusive pop-up is a major success and marks another milestone in our long term strategy. Our discerning customers love to shop for the very best in luxury and we are thrilled to give them access to this magnificent collection. Looking ahead, we have ambitious plans to expand our fine jewelry and watches category and bring more iconic hard-luxury brands into a global online world."

Federico Marchetti, CEO, YOOX NET-A-PORTER GROUP.

"We are honoured to be partnering with Cartier to launch the Panthère watch. The collection embodies the elegant aesthetic of Cartier – sophisticated, modern, and chic. Our pop-up shop will bring this timeless classic to life for customers around the globe."

Alison Loehnis, President, NET-A-PORTER & MR PORTER.

The Cartier Panthère collection will be available on NET-A-PORTER from May 2nd until May 31st, 2017. Following this, in all Cartier boutiques and authorised watch dealers.

Prices range from £3,200 to £133,000.

Customers will be able to sign up to a waiting list ahead of the launch from 9am GMT on the 24th of April, 2017.

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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 Cartier

Founded in 1847, Cartier is not only one of the most established names in the world of Jewellery and Watches, it is also the reference of true and timeless luxury. Driven by a constant quest for excellence in design, innovation and expertise, Cartier has successfully managed over the years to establish itself as a leader not only in jewellery but as a global luxury Maison.