

NET-A-PORTER

Chopard

CHOPARD LAUNCHES AT NET-A-PORTER

London, 11 October -- Renowned jeweller and watchmaker Chopard launches at NET-A-PORTER, marking the first time the family-run Swiss Maison will be sold by a global luxury online retailer.

NET-A-PORTER is to launch timeless creations from Chopard's iconic *Happy Diamonds* collection. A unique concept in the jewelry and watchmaking field, this distinctive collection has a joyful and light-hearted charm. Classic pieces with a distinctly modern twist house Chopard's famous moving diamonds.

NET-A-PORTER will stock 43 pieces from the Happy Hearts collection realised in 18ct rose and white gold. Its Happy Sport watch, a Chopard best-seller, combines steel and moving diamonds in a modern and elegant design.

"We are delighted and excited to be partnering with NET-A-PORTER. Chopard is proud to work alongside such an influential retailer and looks forward to what will no doubt be a great success!"

Caroline Scheufele, Co-President Chopard.

"NET-A-PORTER is thrilled to be launching a truly unique collection from an iconic house. Chopard's signature *Happy Diamonds* is the playful and innovative core of its jewelry and watch collection. We know Chopard will resonate well with our women and expect the collection to be an instant hit globally with our customer."

Elizabeth von der Goltz, Global Buying Director at NET-A-PORTER.



Chopard will be available at NET-A-PORTER from October 11.

Jewelry prices range from £1,280 to £32,090

Fine watch prices range from £6,920 to £48,990

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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 consumers, fans and followers and features award winning content in the form of its weekly shoppable digital magazine, THE EDIT and PORTER, the game-changing luxury fashion magazine. NET-A-PORTER is 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 Chopard

Louis-Ulysse Chopard founded his own workshop in 1860 in Sonvillier, the Swiss Jura. Since 1963 Chopard is owned by the Scheufele family. Based in Geneva, the manufacture is independent and vertically integrated with over 30 different crafts practised in three manufacturing sites. Chopard has built its reputation on iconic collections such as "Happy Diamonds", "Happy Sport" and "Mille Miglia" while Chopard's Haute Horlogerie expertise in fine watchmaking is acknowledged and expressed in the L.U.C collection. The firm is also highly recognized for its high jewelry creations like the Red Carpet Collection, the Green Carpet Collection and more recently the exceptional Garden of Kalahari Collection. Chopard is a faithful partner of the Cannes Film Festival as well as classic racing events, such as the Mille Miglia in Italy and the Grand Prix de Monaco Historique. Chopard is the official timing partner of Porsche Motorsport team during the World Endurance Championship. According to two of its fundamental values, respect and social responsibility, Chopard launched in 2013 The Journey to Sustainable Luxury: a multi-year programme deepening its engagement in sustainable luxury, by sourcing from businesses that are demonstrably committed to responsible, ethical, social and environmental practices.