

YOOX NET-A-PORTER GROUP GEARS UP FOR CYBER WEEKEND AS CUSTOMERS EMBRACE HARD LUXURY AND SELF-GIFTING

- SELF-GIFTING IN JEWELLERY, FINE WATCHES AND PARTY WEAR TO BE A KEY SALES DRIVER
- ORDERS EXPECTED TO PEAK AT ONE EVERY TWO SECONDS OVER THE WEEKEND

22 NOVEMBER 2017 – YOOX NET-A-PORTER GROUP S.p.A (MTA: YNAP), the world's leading online luxury fashion retailer, is gearing up for the four-day Cyber Weekend as customers get excited ahead of the festive season, drawn to the Group's sites by its unmatched offering of luxury brands, unique gifts and exceptional service.

The growing trend toward self-gifting in hard luxury and party wear is expected to be a notable feature of sales. YNAP's female customers are expected to turn to diamonds, statement crystal-embellished jewellery, ornate mules and kitten heels, while male customers will focus on accessories, luxury watches and wallets. NET-A-PORTER recently added Chopard, Boucheron and Piaget while recent fine watch launches from MR PORTER include Tag Heuer, Jaeger-LeCoultre and Panerai. Prices range up to €105,000 / £94,000.

Seasonal NET-A-PORTER offerings for 2017 include the 'Fantasy Gifts' selection, featuring 'Shoe of the Week' and 'Handbag of the month' subscriptions and the 'It Girl Wardrobe', a one-of-a-kind opportunity to have Retail Fashion Director Lisa Aiken conduct a private consultation and create the dream closet.

MR PORTER will offer the ultimate curated luxury gift collection, including an unrivalled assortment of fine watches, homeware and menswear.

YOOX is offering a unique blend of design and fashion with an outstanding selection of furniture and homeware from the world's most-coveted designers, including Fornasetti, Established & Sons, Richard Ginori and Cassina.

YOOX's innovative marketing campaign, in an exclusive partnership with Google, is a series of 15-second YouTube video opportunities personalised for each customer and featuring hard-to-find items by the world's most prestigious designers. Once viewed, the customer will not see the video again, nor the item, unless they purchase it on-the-spot.

THE OUTNET will host events in multiple markets including the UK, US, France, Germany, the Middle East, Hong Kong, Singapore and Australia, showcasing its highly curated gift selection as well as offering dressing tips for the festive season.

YNAP is ramping up its services for its most important customers - EIPs (Extremely Important People) - with a raft of exclusive seasonal events across key markets globally. In the UK, where customers start their shopping earlier than in any other country, NET-A-PORTER and MR PORTER will host an invitation-only two-day pop-up Gift Shop experience in London, showcasing curated gift ideas and the most sought-after pieces from the hottest designers.

Orders are expected to peak at around one every two seconds during Cyber Weekend. The Group is getting ready for this heavy customer demand by scaling up capacity at its eight distribution centers. YNAP ensures exceptionally high levels of service year-round, including timely delivery, thanks to its state-of-the-art, in-house logistics and technology capabilities.

YOOX NET-A-PORTER GROUP

“At this time of year we see a flurry of gift buying, but self-purchase still remains strong. Existing customers are more engaged than ever over Cyber Weekend and it’s a great time of year for new customers to discover our incredible edit and our best-in-class service.”

- Commented Alison Loehnis, President In-Season

“Cyber Weekend represents a fantastic opportunity for luxury customers to explore YOOX and THE OUTNET. Our innovative and engaging marketing campaigns mirror our customers’ excitement around hunting for the perfect one-off item by the best luxury designers for the festive season.”

- Commented Alessandra Rossi, President Off-Season

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MEDIA CONTACTS

For General Queries

Finsbury

Ed Simpkins & James Thompson

T: +44 (0) 207 251 3801

YNAP@Finsbury.com

NOTES TO EDITORS

YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER GROUP is the world’s leading online luxury fashion retailer. The Group is a Global company with Anglo-Italian roots, the result of a game-changing merger, which in October 2015, brought together YOOX GROUP and THE NET -A-PORTER GROUP; the two companies had revolutionized the luxury fashion industry since their birth in 2000.

YOOX NET-A-PORTER GROUP is a unique business with an unrivalled offering including multi-brand in season online stores [NET-A-PORTER](#) and [MR PORTER](#), and multi-brand off-season online stores [YOOX](#) and [THE OUTNET](#), as well as numerous ONLINE FLAGSHIP STORES, all “Powered by YNAP”. Through a joint venture established in 2012, YOOX NET -A-PORTER GROUP has partnered with Kering to manage the [ONLINE FLAGSHIP STORES](#) of several of the French group's luxury brands.

In 2016, YOOX NET-A-PORTER GROUP joined forces with Symphony, an entity controlled by Mohamed Alabbar’s family, to establish a ground-breaking joint venture to create the Middle East’s undisputed leader for online luxury retail.

Uniquely positioned in the high growth online luxury sector, YOOX NET-A-PORTER GROUP has an unrivalled client base of more than 2.9 million high-spending customers, 29 million monthly unique visitors worldwide and combined 2016 net revenues of €1.9 billion. The Group has offices and operations in the United States, Europe, Japan, China and Hong Kong and delivers to more than 180 countries around the world. YOOX NET-A-PORTER GROUP is listed on the Milan Stock Exchange as YNAP.

For further information: www.ynap.com

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