

# NET-A-PORTER      MR PORTER

## NET-A-PORTER AND MR PORTER ANNOUNCE PERMANENT LAUNCH OF CARTIER FINE WATCHES BEGINNING 29 AUGUST 2018

**29<sup>th</sup> August, 2018** – Following the success of Cartier pop-ups for the relaunch of the Panthère watches on NET-A-PORTER and the Santos watches on MR PORTER, both NET-A-PORTER and MR PORTER will launch a permanent offering of Cartier Watches on each site. The addition of Cartier marks the latest enhancement to NET-A-PORTER's *'Fine Jewelry & Watch Suite'* and MR PORTER's *'Luxury Watch Guide'*, each sites growing assortment of prestige watch and jewelry maisons providing the ultimate luxury and global online environment for these storied brands.

The Cartier Watch offer on NET-A-PORTER includes four iconic collections: The Panthère, Tank, Ballon Bleu and Baignoire. Each piece within the collections embodies some of the most distinctive Cartier designs. The Cartier Watch offer on MR PORTER includes five iconic collections: Tank, Ballon Bleu, Calibre de Cartier, Drive de Cartier and Santos.

NET-A-PORTER's *'Fine Jewelry & Watch Suite'* provides customers with access to a team of dedicated Personal Shoppers and unrivalled customer service including secure pick up and hand delivery for certain items, *"Try Before You Buy"* services, same-day delivery in London, New York and Hong Kong plus access to customer service 24/7/365. Personal Shoppers can also reserve key styles from the brands stocked on NET-A-PORTER, with the exclusive opportunity to host private viewings of new collections and place bespoke orders for one-of-a-kind pieces. Alongside the unparalleled buy and service, customers can also experience NET-A-PORTER's bespoke content curation for the destination that will guide customers through NET-A-PORTER's world of fine jewelry and watches.

MR PORTER's *'Luxury Watch Guide'* is an online destination for its ever-expanding selection of the world's leading watch brands, providing customers with curated content, educational features, and style advice, alongside details on how best to select and maintain your luxury timepiece through MR PORTER. The Luxury Watch Guide gives direct access to MR PORTER's team of dedicated Personal Shoppers with the same first-class service propositions as NET-A-PORTER, mentioned above.

Cartier Fine Watches will be available globally on NET-A-PORTER and MR PORTER as of 29th August 2018, and will be housed in the following links:

NET-A-PORTER's [Fine Jewelry & Watch Suite](#)

MR PORTER's [Luxury Watch Guide](#)

### 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, offering more than 700 of the world's most coveted designer brands, including Gucci, Chloe, Balenciaga, Saint Laurent, Prada, Givenchy, Valentino, Dolce & Gabbana, and Stella McCartney and more than 200 specialist beauty brands. A pioneer of innovation, NET-A-PORTER speaks to a global monthly audience of six million female luxury

consumers, fans and followers and features a fully dedicated editorial vertical with PORTER, which is presented in the style of a fashion magazine, and is renowned for its award-winning content. 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 countries including UK, US, Germany, France, Denmark, Netherlands, 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. [NET-A-PORTER.com](http://NET-A-PORTER.com)

## About MR PORTER

Since launching in February 2011, MR PORTER has established itself as the award-winning global retail and content destination for men's style, with an unparalleled product offering from the world's best menswear and lifestyle brands, including own labels *Mr P.* and *Kingsman*. MR PORTER publishes unmatched content through its weekly shoppable digital magazine, *The Journal*, its bimonthly newspaper, *The MR PORTER Post*, and its bite-sized, several-times-a-day digital news source, *The Daily*. MR PORTER offers express worldwide shipping to more than 170 countries, including same-day delivery to New York and London, and provides a seamless shopping experience across mobile, tablet, and desktop, with easy returns and multi-lingual customer care and personal-shopping teams who are available 24/7, 365 days a year.

[www.mrporter.com](http://www.mrporter.com)

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