

PRESS RELEASE

20 May 2019

YOOX NET-A-PORTER GROUP LAUNCHES NEW NET-A-PORTER APP AS PART OF ITS FOCUS ON MOBILE INNOVATION

YOOX NET-A-PORTER GROUP, the world's leading online luxury and fashion retailer, announces a major upgrade of the NET-A-PORTER iOS app as part of its mobile innovation programme to offer the ultimate luxury customer experience.

Today, NET-A-PORTER's app users will benefit from a smoother, faster content and commerce experience, featuring even richer product pages and an all-new shoppable editorial platform that gives digital readers access to signature content including travel tips and 'what to wear' recommendations from its dedicated style council.

Building on the Group's continued focus on offering customers an intuitive and personalised experience via mobile, the new app incorporates an in-house developed design system - Hive - to create a highly visual and seamless journey through the app.

Hive is built on modular and reusable components, enabling the Group to rapidly introduce new features to further enhance the user experience. Relaunched in December 2018, the MR PORTER iOS app was the first to be redesigned using Hive and today the NET-A-PORTER and MR PORTER apps share not only a common design language but a code base enabling new features to be rolled out across both quickly and simultaneously.

Over time the new data analytics layer released as part of the refresh will enable the delivery of even greater personalised content, tailored to the individual customer.

"Our new app is perfect for the NET-A-PORTER woman to access the world-class content, unrivalled product curation and exceptional services she wants. The new design is smooth and intuitive, giving our world-leading brands an even more visual platform and elevating our digital content experience to new heights. As a mobile-led business, always seeking to innovate, the technology allows us to be even smarter behind the scenes, meaning we can give everyone a unique NET-A-PORTER experience that will be further personalised over time."

- Alison Loehnis, President - Luxury Division, YOOX NET-A-PORTER GROUP

"Millions of customers visit our apps every day expecting the very best in terms of luxury experience. Harnessing the unparalleled design and technology expertise of our teams, the updated NET-A-PORTER app is yet another significant step in our journey to deliver luxury content, product and service in new and better ways, engaging our customers around the world."

- Olivier Schaeffer, Global COO, YOOX NET-A-PORTER GROUP

The advancements to the apps are key steps in the re-platforming journey currently underway – a global programme to lay strong technology and logistics foundations for the future and to enable even greater customer experience enhancements. It will see MR PORTER and NET-A-PORTER migrate onto a new technology platform and elevate its world leading logistics operation. This will enable customers to see and shop from the totality of the product and selection held worldwide – the first luxury multi-brand retailer to offer this service.

YOOX NET-A-PORTER GROUP

More than 50 per cent of YOOX NET-A-PORTER customer purchases are now made on mobile and growing rapidly. Recent developments include an upgrade of the YOOX app with new design features as well as the launch of YOOX MIRROR - an innovative styling tool where customers can interact with brands and products to create a personalised look. Other developments include the launch of THE OUTNET'S new native checkout feature, an entirely refreshed checkout flow and user interface, that is a much smoother, more performant, and easier to use checkout experience for customers, and an intelligent gift finder chatbot via the MR PORTER app.

WhatsApp continues to play an important role across all of the Group's businesses. Within NET-A-PORTER and MR PORTER it has increasingly become the real-time communication tool of choice for the brands most engaged shoppers with their Personal Shoppers. High-spending purchases are frequently being made through the channel.

Last week the Group was amongst the first multi-brand retailers to launch Instagram Checkout - an innovative new feature that will offer NET-A-PORTER and MR PORTER's combined 4.5 million followers an exciting and innovative way to shop its products without having to leave the Instagram app.

The flexible framework announced today will provide a strong foundation for further capabilities such as image recognition, natural language search, virtual personal styling, tailored search results based on the shopper's size and location and screen sharing all of which will fundamentally re-define the online customer experience.

-ENDS-

Media contacts

press@ynap.com and ynap@teneo.com

Alexandra Dewar, Teneo:
alexandra.dewar@teneo.com

Vanessa Rhodes, YOOX NET-A-PORTER GROUP:
vanessa.rhodes@ynap.com

NOTES TO EDITOR

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".

Uniquely positioned in the high growth online luxury sector, YOOX NET-A-PORTER GROUP has an unrivalled client base of more than 3 million high-spending customers generating around 1 billion visits worldwide. The Group has offices and operations in the United States, Europe, Middle East, Japan, China and Hong Kong and delivers to more than 180 countries around the world.

YOOX NET-A-PORTER GROUP

Since June 2018, the Group is subject to the management and coordination of Compagnie Financière Richemont S.A.

For further information: www.ynap.com

LinkedIn: [YOOX NET-A-PORTER GROUP](https://www.linkedin.com/company/yoox-net-a-porter-group) | Twitter: [@YNAP](https://twitter.com/YNAP) | Instagram: [@YNAP](https://www.instagram.com/YNAP)