

NET-A-PORTER

WATCHES
AND WONDERS

MR PORTER

MR PORTER AND NET-A-PORTER LAUNCH THEIR NEW WATCHES AND WONDERS CAMPAIGN, SHOWCASING THE INTERSECTION BETWEEN LUXURY WATCHES, STYLE, AND FASHION

(GLOBAL) 28 September 2021 – MR PORTER and NET-A-PORTER are pleased to continue their partnership with Watches and Wonders, a global concept that celebrates watchmaking excellence with the major event taking place in Geneva. As the world’s premier online destinations for watches, the campaign will seek to provide inspiration, showcase expertise, and give unparalleled access to the newest novelties and iconic pieces for their customers.

Through the lens of style and fashion, customers will be able to discover over 30 timepieces from 11 brands including Cartier, Hermès Timepieces, H.Moser & Cie., IWC SCHAFFHAUSEN and Piaget.

Enhanced campaign highlights:

- Exclusive in person one-to-one shopping appointments for EIPs* in New York, London, Hong Kong and Dubai
- Dedicated Digital Watch Guide exclusive to MR PORTER and NET-A-PORTER global customers, offering immersive and educational content
- In-depth reviews of the latest novelties and trends within MR PORTER’s *The Journal* and NET-A-PORTER’s *PORTER*
- Interactive Instagram Rooms live talk showcasing industry talent and brand ambassadors

*EIPs – Extremely Important Persons

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MR PORTER is pleased to showcase **one** novelty from each of the **11** participating brands: *Baume & Mercier, Cartier, Hermès Timepieces, H.Moser & Cie., IWC SCHAFFHAUSEN, Jaeger-LeCoultre, Montblanc, Panerai, Piaget, Roger Dubuis, Vacheron Constantin.*

NET-A-PORTER is pleased to present **20** novelties from across **six** brands, including: *Cartier, Hermès Timepieces, Jaeger-LeCoultre, Piaget and Vacheron Constantin*, as well as an exclusive novelty from *IWC SCHAFFHAUSEN*.

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[VISIT MR PORTER AND NET-A-PORTER TO VIEW THE WATCHES AND WONDERS CAMPAIGN AND LATEST NOVELTIES](#)

ABOUT MR PORTER

Since launching in February 2011, MR PORTER has established itself as the world's leading, award-winning online destination for men's style, with an unparalleled product offering from the best menswear and luxury brands, including categories that range from fine watches and lifestyle through to own labels Mr P. and Kingsman.

MR PORTER produces unmatched digital and printed content across its shoppable online magazine, *The Journal*, and its bi-monthly newspaper, *The MR PORTER Post*.

In 2019, MR PORTER founded *MR PORTER Health In Mind*, a content and fundraising initiative in partnership with Movember, developed to raise awareness around men's mental and physical health.

MR PORTER offers express worldwide shipping to more than 180 countries, including same-day delivery to New York, London and Milan, while providing a seamless shopping experience

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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.

MR PORTER is part of YOOX NET-A-PORTER GROUP. For more information about MR PORTER and YOOX NET-A-PORTER GROUP visit mrporter.com and ynap.com.

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ABOUT NET-A-PORTER

NET-A-PORTER delivers incredible fashion for incredible women. As the world's leading luxury retailer with the most authoritative product edit globally, the site offers the ultimate curation of fashion from the most coveted designer brands, the most exceptional assortment of fine watches and precious jewelry, and more than 200 specialist beauty brands. Its discerning edit places special emphasis on highlighting the creativity and promise of the next generation of fashion talent via The Vanguard – a program for emerging brands. Consideration for environmental and social impact increasingly shapes the product offering, and the launch of the NET SUSTAIN platform was created to showcase brands that place sustainability at the core of their product. Uniting content and commerce to deliver an immersive and inspiring customer experience, NET-A-PORTER speaks to a global community and features a dedicated editorial vertical with PORTER, which is renowned for its award-winning content featuring a diverse range of incredible women.

NET-A-PORTER champions unparalleled customer service, offering express worldwide shipping to more than 170 countries including same-day or next-day delivery to the UK, US, Hong Kong, Germany, France, Australia and Singapore; a seamless shopping experience across all devices; luxurious packaging; easy returns, and a multi-lingual Customer Care and Personal Shopping team that is available 24/7, 365 days a year. A pioneer of personal shopping and client relations services for the digital era in 2000, NET-A-PORTER continues to innovate and strengthen its offering, with virtual styling, invitation-only digital exclusives, and a world-class suite of specialized offers for EIPs (Extremely Important People) – the brand's most loyal and valuable customers. NET-A-PORTER is part of YOOX NET-A-PORTER GROUP.

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For more information about NET-A-PORTER and YOOX NET-A-PORTER GROUP visit www.net-a-porter.com and www.ynap.com.

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ABOUT WATCHES AND WONDERS

Watches and Wonders is a global concept that celebrates Fine Watchmaking throughout the world. It encompasses physical events (offline) and a digital platform (online) watchesandwonders.com launched in April 2020. This year, Watches and Wonders extends beyond bringing together the leading names in watchmaking worldwide for a *phygital* experience and strengthens its ecosystem through continued strategic partnerships. More than just a platform, a dynamic hub for the industry.

Watches and Wonders sets the standard for watch fairs, offering the world's leading retailers, journalists and VIP guests from around the world a level of service beyond compare. Watches and Wonders is a hallmark of excellence; a place for professionals to meet and be inspired, and for the public to learn more about, and marvel at, watchmaking and its countless wonders.

For more information about WATCHES AND WONDERS,
Visit www.watchesandwonders.com

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