

# NET-A-PORTER

# MR PORTER



## WATCHES & WONDERS

### **NET-A-PORTER AND MR PORTER LAUNCH STRATEGIC PARTNERSHIP AND CUSTOMER CAMPAIGN WITH WATCHES & WONDERS**

**(GLOBAL) September 28, 2020** – NET-A-PORTER and MR PORTER are pleased to partner, as the privileged multi-brand online retailers of *Watches & Wonders*, a global concept that celebrates watchmaking excellence throughout the world. Hosting digital and offline events, this concept will bring some of the industry’s most revered luxury watch brands to NET-A-PORTER and MR PORTER’s extensive customer base, starting from September 28.

*Watches & Wonders* will be brought to life digitally through NET-A-PORTER and MR PORTER’s world-class shopping and content platforms via inspiring editorial, detailed product curation and new brand launches, alongside leading customer service propositions. Fourteen watchmaking Maisons will feature as part of this initiative, together for the first time.

Over the course of the campaign, NET-A-PORTER and MR PORTER customers will be able to enjoy a calendar of activity, including exclusive EIP (Extremely Important Person) virtual events and small-scale appointment-based activity, virtual one-to-one appointments and interactive Instagram Live conversations hosted by NET-A-PORTER and PORTER’s Editor in Chief, Sarah Bailey, and MR PORTER’s Senior Watch Editor, Chris Hall.

In anticipation of the celebrated campaign, and in response to extensive customer research across both retailers, NET-A-PORTER and MR PORTER will also introduce a number of new website enhancements to the luxury watch shopping experience, including an improved size guide and the addition of trend-driven, occasion-based and material filters. Further developments will follow in the near future.

The arrival of *Watches & Wonders* on NET-A-PORTER and MR PORTER marks a significant moment for the industry, bringing together the leading watch and jewellery players, and establishes the luxury retailers as the ultimate global shopping destinations for fine watches. Following on from the *Watches & Wonders* digital platform that occurred on NET-A-PORTER’s Tmall flagship store in April, this new initiative marks the beginning of a year-long programme and showcases a unique tri-fold industry approach to the fast-evolving luxury watch landscape.

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NET-A-PORTER will introduce the latest creations from **Cartier**, **Hermès**, **IWC Schaffhausen**, **Jaeger LeCoultre**, **Piaget** and **Vacheron Constantin**.

MR PORTER will host a curated offering of the most recent creations from across 13 prestigious watch Maisons including **Cartier**, **HYT** and **Panerai**, and will introduce two new brands: **Ulysse Nardin** and **Bovet**. Ulysse Nardin will launch with eight timepieces, including the *Blast Rose Gold*; Bovet will launch with four timepieces, including the limited-edition *Dimier Recital 27 Green*.

*“By teaming up with the world’s premier watch showcase, we want to provide an international platform for the most exceptional timepieces, supporting an environment where their stories – and those of their iconic makers – can come alive and be accessed by watch lovers across the globe.”*

- **Alison Loehnis, President, NET-A-PORTER & MR PORTER**

*“We are pleased to announce this unique partnership between Watches & Wonders and NET-A-PORTER and MR PORTER. It brings together selected partner brands of the Fondation de la Haute Horlogerie alongside exclusive content to create a new channel for Fine Watchmaking.”*

- **Matthieu Humair, CEO of the Fondation de la Haute Horlogerie**

**NET-A-PORTER participating brands:**

Cartier

Hermès

Jaeger-LeCoultre

IWC Schaffhausen

Vacheron Constantin

Piaget

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### **MR PORTER participating brands:**

Baume & Mercier	Montblanc
Bovet (NEW BRAND)	Panerai
Cartier	Piaget
Girard-Perregaux	Roger Dubuis
HYT	Ulysse Nardin (NEW BRAND)
IWC Schaffhausen	Vacheron Constantin
Jaeger-LeCoultre	

#### 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 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](http://www.net-a-porter.com) and [www.ynap.com](http://www.ynap.com).

#### 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.

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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 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.

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For more information about MR PORTER and YOOX NET-A-PORTER GROUP visit [www.mrporter.com](http://www.mrporter.com) and [www.ynap.com](http://www.ynap.com).

### ABOUT FONDATION DE LA HAUTE HORLOGERIE (FHH)

A not-for-profit foundation set up under private law in 2005 by Audemars Piguet, Girard-Perregaux and the Richemont Group, the objective of the FHH is to promote and spread the reputation of watchmaking excellence around the world. It provides information on the latest news, history and skills within the watchmaking professions. It trains, assesses and certifies horological knowledge. It organises large-scale events and encounters intended for both the general public and professionals. A creator of content, competencies, connections and experiences, the FHH is supported by 41 partner brands. Leading names in the watch industry and independent creators, they actively contribute to its activities.

### **The 41 FHH partner brands**

A. Lange & Söhne, Audemars Piguet, Armin Strom, Bovet, Breitling, Bulgari, Carl F. Bucherer, Cartier, Chanel, Chopard, Christophe Claret, Chronométrie Ferdinand Berthoud, DeWitt, Girard-Perregaux, Greubel Forsey, Grönefeld, Hautlence, Hermès, H. Moser & Cie, HYT, IWC Schaffhausen, Jaeger-LeCoultre, Kari Voutilainen, Laurent Ferrier, Louis Vuitton, MB&F, Montblanc, Panerai, Parmigiani Fleurier, Piaget, Ressence, Richard Mille, Roger Dubuis, Romain Gauthier, Speake-Marin, TAG Heuer, Ulysse Nardin, Urwerk, Vacheron Constantin, Van Cleef & Arpels, Zenith.

For more information about the FONDATION DE LA HAUTE HORLOGERIE, visit [www.hautehorlogerie.org](http://www.hautehorlogerie.org)

### ABOUT WATCHES AND WONDERS

Watches & Wonders is a global concept that celebrates Fine Watchmaking throughout the world. The ecosystem includes physical events (offline) and a digital platform (online) [watchesandwonders.com](http://watchesandwonders.com) launched in April 2020.

Watches & 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 to compare. Watches & 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.

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