

NET-A-PORTER  

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MR PORTER

WATCHFINDER & Co.  
THE PRE-OWNED WATCH SPECIALIST

**NET-A-PORTER AND MR PORTER LAUNCH PARTNERSHIP WITH  
WATCHFINDER & Co. – MARKING THEIR FIRST MOVE INTO PRE-OWNED  
LUXURY WATCHES**

July 7, 2021 (US) – NET-A-PORTER and MR PORTER, the leading multi-brand online luxury and fashion retailers, are pleased to announce an exclusive partnership with pre-owned watch specialist Watchfinder & Co. The partnership, which marks the brands' first move into pre-owned luxury watches, further develops their service offering and supports their long-term commitment to ensuring more sustainable and circular practices.

The partnership, which debuts in the US, brings Watchfinder & Co. timepieces to NET-A-PORTER and MR PORTER's US customers, furthering the long-term development of the brands' hard luxury categories. Using a data-informed approach to deliver a highly curated selection of timepieces, the collection introduces 15 new brands and 108 models, including unique limited editions and rare discontinued pieces that span the last three decades of watchmaking, from Bulgari, Christian Dior, Franck Muller, Breguet, Omega, Hublot, Patek Philippe, Rolex and Tudor.

A dedicated *pre-owned by Watchfinder & Co.* area, featuring enhanced shopping capabilities and experiences, will launch across both sites. In-house watch specialists, available 24/7, will offer finely tuned, personalized recommendations; while Personal Shoppers can provide special previews to timepieces, virtual one-to-one shopping appointments, styling advice and access to invitation-only events.

As part of the partnership, MR PORTER will also offer a part-exchange service for its customers in the UK and US. The new service enables customers to trade in one or more of their timepieces to receive the value of the watch[es] as a MR PORTER store credit, which they can then use to purchase anything from the site.

With quality and dependability at the heart of Watchfinder & Co.'s business, every single watch has been meticulously inspected, authenticated and prepared by Watchfinder & Co.'s team of expert watchmakers in Europe's largest independent service center – accredited by 19 of the world's leading watch manufacturers. Every watch will also come with a 24-month Watchfinder & Co. warranty as standard.

True to NET-A-PORTER's and MR PORTER's exceptional service proposition, New York-based customers can purchase and receive their chosen timepiece within hours, thanks to the e-tailers' same-day delivery service, while next-day delivery will be available to all other US customers.

"We are delighted to partner with Watchfinder & Co. on this great project. Having developed our curated fine watch offering over the past few years, this collaboration represents an important next step in offering our customers a wide selection of quality timepieces from the growing pre-owned watch market, while advancing our commitment to circularity and sustainability. As a highly trusted resource in pre-owned luxury watches, Watchfinder & Co. is an ideal brand for us to work with in order to provide customers with vintage, limited-edition timepieces, alongside superior service."

**Ms Alison Loehnis, President, Luxury and Fashion – NET-A-PORTER, MR PORTER and THE OUTNET**

"The US is a hugely important market for us and this new partnership is a significant evolution for both our business and the Watchfinder brand, something which will further establish us as the premier resource for pre-owned timepieces. In addition to the curated collection of pre-owned watches available to buy on both sites, the addition of our new part exchange service via NET-A-PORTER and MR PORTER's personal shoppers will also allow their clients to more easily refresh their watch collections or spend that newly acquired credit in other NET-A-PORTER and MR PORTER departments."

**Arjen van de Vall, Chief Executive Officer - WATCHFINDER & CO.**

#### Editor's notes

NET-A-PORTER will present 26 timepieces in total from across 6 new brands:

Bulgari, Christian Dior, Patek Philippe, Franck Muller, Omega and Rolex, alongside iconic vintage models such as Christian Dior's La D De Dior and Rolex's Lady-Datejust and Oyster Perpetual.

MR PORTER will showcase 82 timepieces in total from across 9 new brands:

Blancpain, Breguet, Franck Muller, Grand Seiko, Hublot, Omega, Patek Philippe, Rolex and Tudor, including such icons as the Omega Speedmaster, Patek Philippe Nautilus, and Rolex Daytona.

### About NET-A-PORTER

NET-A-PORTER delivers incredible fashion for incredible women. As the world's leading luxury e-tailer 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 multilingual 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 [net-a-porter.com](https://net-a-porter.com) and [ynap.com](https://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.

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 multilingual customer-care and personal-shopping teams who are available 24/7 – 365 days a year.

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## About Watchfinder & Co.

Founded in 2002, Watchfinder & Co. is the premier resource from which to buy, sell and part-exchange pre-owned luxury watches. From bestsellers through to vintage and limited-edition pieces, Watchfinder & Co. offers over 4,000 watches from more than 70 luxury brands, all available online and via its network of boutiques and showrooms. With quality and dependability at the heart of its business, all watches are meticulously inspected, authenticated and prepared by a team of expert watchmakers in Europe's largest independent service center – accredited by 19 of the world's leading watch manufacturers. Every watch also comes with a 24-month Watchfinder & Co. warranty. For 19 years, Watchfinder & Co. has delivered knowledge and service that meets the very highest standards – and its customer testimonials stand testament to that, with over 25,000 five-star reviews on Trustpilot alone.

For more information visit [www.watchfinder.com](http://www.watchfinder.com) or take a look at Watchfinder & Co.'s YouTube channel [www.youtube.com/c/watchfinder](http://www.youtube.com/c/watchfinder) – the largest watch-focused channel on the platform.