

INTERNET

Chanel hosts collection on Net-A-Porter to test ecommerce

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Chanel's collection on Net-A-Porter

By STAFF REPORTS

French fashion house Chanel is taking more steps toward its ecommerce platform with a shop-in-shop on online retailer Net-A-Porter's site.



Coco Crush, a six-piece fine jewelry collection, will launch online prior to being in-store. The soft opening of ecommerce through Net-A-Porter will likely offer Chanel some insight to its consumer's willingness to buy online.

Going digital

The collection will sell five rings and one cuff, all designed by Chanel's Studio of Creation.

On Net-A-Porter the Chanel exclusive page is active, but will not feature the piece until April 15. However, interested consumers can sign-up to receive a notification when the collection is released.

Rings are expected to retail at about \$2,133 to \$3,520 and the cuff is expected to be about \$20,580. These prices will let Chanel gain insight to the price willingness of online shoppers, a concern many luxury brands hold when looking toward ecommerce.

*We've got a secret... Coco Crush is coming. Sign up to shop first >
<http://bit.ly/1H85SgO#CrushonCOCO>*

*Posted by **NET-A-PORTER.COM** on **Friday, April 10, 2015***

Chanel is the first to align global pricing for its signature handbags, another action that will allow the brand to move toward ecommerce.

As of April 8, the fashion house created equal pricing for three of its handbags which will significantly raise the prices in certain regions and drop them in others. The harmonization will allow Chanel to move toward ecommerce actions and will likely increase home country purchases among many Asian clients ([see story](#)).

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