

COMMERCE

Yoox Net-A-Porter Group sees Black Friday sales spike 82pc

December 2, 2015



Net-A-Porter shopping bag

By STAFF REPORTS

Online fashion retailer Yoox Net-A-Porter Group had a record-breaking Thanksgiving holiday weekend with its highest sales days to date.

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With an order placed every 1.4 seconds and one item sold each second during Cyber Monday, Yoox Net-A-Porter had sales growth of 50 percent to kick off the holiday season. Of purchases made, 41 percent of consumers did so using mobile devices, showing the importance of a well-rounded ecommerce platform.

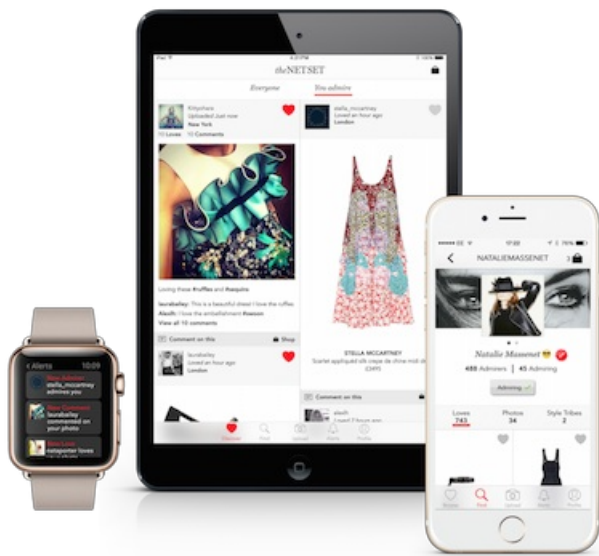
Shop till you drop

Black Friday Nov. 27 and Cyber Monday Nov. 30, respectively, were the highest and second highest sales days on record for the retail group. Sales on Black Friday increased by 82 percent compared to the year-ago.

Although the retailer saw orders from "Santa Claus' home town" of Rovaniemi, Finland and New Zealand, consumers based in North America accounted for the most sales, followed by those in the United Kingdom. North American consumers also had the highest sales growth, increasing 101 percent from 2014.

Mobile was the channel in which consumers sought out placing orders at Yoox Net-A-Porter. Over the course of the five-day weekend, 41 percent of sales were placed via mobile devices. Yoox saw the most mobile sales, with 46 percent of transactions being vetted through the channel.

Japan was deemed the "most mobile country," with 48 percent of sales stemming from mobile interactions. Japan's use of mobile to shop Yoox Net-A-Porter increased 186 percent from the year-ago.



Net-A-Porter's Net.Set suite of apps

Comparably, Italy was the most mobile country in Europe with 54 percent of sales being placed on smartphones and tablets on Cyber Monday.

In total, smartphones were the device most used by consumers placing orders via mobile. Sixty percent of mobile sales over the five days were placed on smartphones rather than tablets.

Net-A-Porter's best-selling item was Sam Edelman suede over-the-knee-boots. The most expensive item sold was 18-karat gold, crystal opal and diamond earrings by Kimberly McDonald priced at \$27,307. In terms of clothing, a Saint Laurent wool mini dress sold for \$14,943.

"Yoox Net-A-Porter's record-breaking sales days on Black Friday and Cyber Monday is the first spectacular achievement of our new Group, confirming that luxury retailing is not only about great vision and good ideas, but also about flawless execution driven by excellent teamwork," said Federico Marchetti, CEO of Yoox Net-A-Porter in a statement. "Thanks to everybody for the outstanding results accomplished all together and to our loyal customers for shopping with us."

There has been much discussion had on if it is appropriate for luxury brands to participate in Black Friday and Cyber Monday. But, it can be tempting for luxury brands to try to capitalize on the rush of traffic to retail stores post-Thanksgiving.

While enticing, becoming part of the race to the bottom is not a strategic choice for luxury brands, as it is apt to lower the perceived value of a brand's goods over time. Instead, to not lose out on the prime shopping weekend, brands should ensure that they remain a part of the holiday shopping conversation by communicating with consumers regardless of channel ([see story](#)).