

COMMERCE

Yoox Net-A-Porter saw 27.1M average monthly visitors in 2015

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Mami capsule for Net-A-Porter

By STAFF REPORTS

The newly merged Yoox Net-A-Porter Group is off to a successful start, with 7.1 million orders in 2015, up 21.9 percent from the previous year.

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In 2015, the company's recorded pro-forma net revenues of 1.7 billion euros, or about \$1.9 billion, were up 20.8 percent at constant exchange rates when compared to the previous year. Following the closing of the merger last fall, the two groups say they are now functioning more like one company.

Coming together

Net revenues for Yoox Net-A-Porter's multibrand businesses were up, driven largely by the positive results for Net-A-Porter and Mr Porter, which began carrying brands including Tom Ford, Tod's and Brunello Cucinelli during the year. Net-A-Porter also debuted a number of exclusive capsule collections, while Mr Porter unveiled a new sports vertical.

These two retailers also achieved better results than expected for their joint holiday campaign, a first for the pair ([see story](#)).



Net-A-Porter Mr Porter holiday campaign

Yoox Net-A-Porter also noted that the merger has raised awareness for Yoox in Britain and Net-A-Porter Group in

Italy. The group's revenue in Italy was up 19.7 percent, which it credits mainly to Yoox.com, which ran television ads for its 15th year.

The group had a record-breaking Thanksgiving holiday weekend with its highest sales days to date.

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 ([see story](#)).

Now months into its merger, Yoox Net-A-Porter Group is changing its organizational structure. From Feb. 1, the consumer-facing divisions will be grouped in three branches, all of which will report to CEO Federico Marchetti.

Net-A-Porter Group's Alison Loehnis has been promoted to president in-season, overseeing Net-A-Porter, Mr Porter and Porter magazine. Luca Martines, the former president of Yoox.com, has been promoted to president off-season, which encompasses Yoox.com and The Outnet.

The third arm will be overseen by Paolo Mascio, now president online flagship stores overseeing all of Yoox's monobrand activities.

"2015 was an exciting and transformational year that brought together two exceptional companies to create the world's leading online luxury fashion retailer," Mr. Marchetti said in a statement. "The combined Yoox Net-A-Porter Group delivered net revenue growth of more than 30 percent, with outstanding performances across all business lines, geographies and channels.

"Mobile was key to our success, contributing almost 40 percent of the group's sales, boosted by native apps which surged 180 percent," he said. "With our integration activities in full swing and on track, we are confident we will continue to deliver robust growth and gain market share."

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