

COMMERCE

Tiffany leverages Net-A-Porter's audience to bring designs to next generation

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Tiffany T collection bracelets

By STAFF REPORTS

U.S. jeweler Tiffany & Co. has selected Net-A-Porter as its exclusive ecommerce partner, allowing its jewelry to be sold on the retailer's site for a limited time.

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Starting April 27, consumers will have the opportunity to purchase select Tiffany designs from Net-A-Porter. The partnership is unprecedented for Tiffany, as Net-A-Porter will become the only authorized online seller beyond the jeweler's monobrand Web site.

Tiffany on Net

Collaborating on ecommerce with Net-A-Porter will expose Tiffany jewelry to new and prospective audiences from more than 170 countries. The ecommerce alliance also furthers the reach of Tiffany's ecommerce presence, currently limited to 13 countries.

Beginning April 27, consumers can purchase an edit of Tiffany's Tiffany T collection. The collection, the first line designed by design director Francesca Amfitheatrof when she joined the brand in 2014, features bracelets, necklaces and rings ([see story](#)).

"Founded in New York, Tiffany has been a renowned house of luxury for 179 years, and brand collaborations with innovative businesses like Net-A-Porter help ensure that Tiffany's timeless designs reach a new generation of customers, wherever they are," said Philippe Galtie, senior vice president of international sales at Tiffany & CO., in a statement. "With their recognized edit and fashion authority, Net-A-Porter will re-introduce Tiffany as more than the legendary jeweler, but an expression of personal style."



Tiffany T collection advertisement

Sarah Ruston, vice president of global buying for Net-A-Porter, mirrored Mr. Galtie's statement, saying, "Tiffany is such an important brand in luxury jewelry, and its heritage holds a special meaning for so many of our customers at Net-A-Porter.

"We are thrilled to serve as Tiffany's first-ever global ecommerce partner, an extraordinary coup for both brands," she said. "By marrying the ultimate legacy jewelry brand with the ultimate destination in online luxury fashion, we hope to re-introduce Tiffany to a highly engaged and fashion-conscious global consumer."

Tiffany has approached the new generation of consumers through bricks-and-mortar retail as well.

For example, Tiffany partnered with multi-brand retailer Dover Street Market to bring back designs that had been in retirement. The limited time "Out of Retirement" collection debuted in November 2015 at Dover Street Market locations in London, New York and Tokyo, marking the first time Tiffany partnered with a retailer on a capsule collection ([see story](#)).