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## Yoox Net-A-Porter balks luxury slowdown trend with accelerating revenue

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*Image courtesy of Yoox*

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By STAFF REPORTS

Online retail group Yoox Net-A-Porter is finding success in a challenging luxury climate, with the company's net revenues up 12 percent in the third quarter.

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Despite a difficult geopolitical and economic climate for luxury, Yoox Net-A-Porter has reported increases in traffic, orders and active customers for the first nine months of the year. Organic revenue growth is up 19 percent, marking an acceleration from the beginning of the year.

### Omnichannel investment

Yoox Net-A-Porter's consolidated revenues for the third quarter were 435 million euro, or \$475 million at current exchange rates. This was a 17 percent rise from the same quarter of 2015 when measured in constant exchange rates.

The largest portion of the group's revenues came from North America, with 30 percent, followed by Europe.

During the first nine months of the year, 27.5 million unique visitors placed a combined 5.9 million orders, up from 5 million in 2015. Average order value dropped from 354 euro to 331 euro, or \$361.



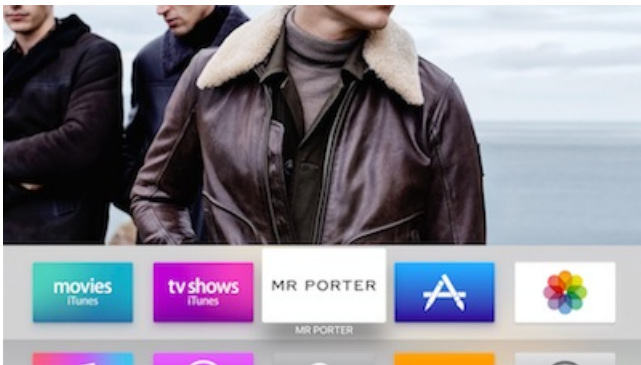
*Image courtesy of Net-A-Porter*

However, active users in the first nine months of 2016 grew from 2.3 million in 2015 to 2.8 million.

The in-season retailers under the group's umbrella, which as of Sept. 30 account for 53 percent of the company's revenues, saw a 15 percent increase in revenue.

Yoox Net-A-Porter is looking ahead toward a new partnership with IWC Schaffhausen. Launching this month on Net-A-Porter and Mr Porter, this is the watchmaker's first retail collaboration with pure-play ecommerce sites, and follows efforts with Chanel jewelry and Tiffany & Co.

Other milestones were the August launch of a shoppable Android mobile app for Porter magazine and Mr Porter's creation of a two-screen experience for Apple TV ([see story](#)).



*Mr Porter's Apple TV app*

Yoox Net-A-Porter's off-season retailers also saw growth, with their collective revenue up 17 percent in the third quarter.

The flagship Yoox unveiled a new Web site and mobile application has helped to improve conversion and bounce rates ([see story](#)). The Outnet also looked to make itself more mobile-friendly with the release of a native Android app and a new graphic look and typeface.

Yoox Net-A-Porter also powers the ecommerce sites for a number of luxury brands, an area that saw 15 percent revenue growth. While Marni renewed its contract for five years, Sergio Rossi and Dolce & Gabbana choose to end their monobrand partnership with the platform, with Yoox moving their collaboration to the multi-brand space.

"Demonstrating its continued strength, Yoox Net-A-Porter Group has once again delivered robust organic growth despite a challenging economic and political environment," said Federico Marchetti, CEO of Yoox Net-A-Porter Group, in a statement.

"Surging ahead, today we are advancing plans to grow our hard luxury offering, announcing a new commercial partnership with IWC Schaffhausen that will propel our fine watches and jewelry category to the next level," he said.

