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## IWC speaks to online shoppers in Net-A-Porter, Mr Porter ecommerce deal

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*IWC Pilot's Automatic 36 stainless steel watch on Net-A-Porter*

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By STAFF REPORTS

Swiss watchmaker IWC Schaffhausen has selected ecommerce retailers Net-A-Porter and Mr Porter as the brand's first online-only retail destination.

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The jewelry and watch sector has been notoriously slow to jump on board ecommerce due to the high price of most items and the limitations digital selling presents for a business firmly rooted in physical try-ons. Slowly, but surely, high-end watchmakers and jewelers have embraced ecommerce players by choosing partners with an established and strong consumer base of affluent clients.

### Time to sell online

On Nov. 16, IWC began selling its timepieces on Net-A-Porter's Web site. The watchmaker has chosen to display a curated selection of its Pilot's Watches and Portofino lines.

IWC will launch on Net-A-Porter's sibling menswear site Mr Porter Nov. 17. Similar to the selection available on Net-A-Porter, IWC's Mr Porter portfolio includes core timepieces such as its Pilot's Watches, Ingenieur, Aquatimer, Portugieser and Portofino families.

The Swiss-made watch brands will also sell its signature Portugieser Tourbillon Mystre Retrograde model on the Mr Porter Web site.

Responding to the qualities of consumers who shop Net-A-Porter and Mr Porter, IWC choose to select watches that cater to a number of tastes. The aforementioned watch styles are ideal for sports and hobbies such as diving and aviation to casual every day dressing.



#### *IWC Pilot's Automatic 36 alligator and stainless steel watch on Net-A-Porter*

IWC included its tourbillon model to tap into potential watch collectors on the Mr Porter site.

"We are excited to offer a curated selection of IWC's most iconic watches on Mr Porter and Net-A-Porter, where we can reach men and women who appreciate quality, elegance and style," said Georges Kern, CEO of IWC, in a statement. "This is a great opportunity for us to make our products more easily accessible for a younger generation of watch lovers who are used to shopping online."

IWC's prices on Net-A-Porter will range from \$3,950 to \$37,900. The watches on sale via Mr Porter will retail for between \$3,950 and \$121,000.

"We are very pleased to announce our partnership with the leading Swiss watch manufacturer IWC Schaffhausen which will further strengthen Net-A-Porter and Mr Porter's unparalleled luxury shopping experience," said Federico Marchetti, CEO of Yoox Net-A-Porter Group, in a brand statement.

"This step forward will propel our fine watches and jewelry category to the next level," he said.

In regard to jewelry offerings, Net-A-Porter recently inked a deal with Tiffany & Co. to make it the jeweler's exclusive ecommerce partner.

As of April 27, consumers have been able 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 ([see story](#)).