

RETAIL

## Net-A-Porter, Tiffany continue retail relations to include watches

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*Tiffany & Co's East West Watch*

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By STAFF REPORTS

Online retailer Net-A-Porter is expanding its Tiffany & Co. product range by extending into the U.S. jeweler's timepiece category.

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In April, Tiffany aligned with Net-A-Porter as an exclusive online retail partner, a move that placed the jeweler's wares in front of a fashion-savvy audience. Prior to its launch on Net-A-Porter's Web site, Tiffany jewelry was only sold by the brand itself thus limiting its reach.

### East West time

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.

Net-A-Porter's relationship with Tiffany began with an edit of jewelry from the Tiffany T collection featuring bracelets, necklaces, earrings and rings ([see story](#)).

The retailer and jeweler have now expanded into timepieces. As of Dec. 2, Net-A-Porter consumers can shop Tiffany's East West Watch collection.

Tiffany's East West Watch is available in four face colors, including Tiffany Blue, powder pink, deep navy and white. The style has two strap options, either a single leather band or a double wrap version.



### *Tiffany's East West Watch in Tiffany Blue*

The watch's "East West" design, inspired by travel clocks of the 1940s, lets the wear read the time with ease and style. Tiffany retails its watches for \$3,500.

Net-A-Porter recently expanded its watch category with the addition of Swiss watchmaker IWC Schaffhausen.

In November, IWC selected ecommerce retailers Net-A-Porter and Mr Porter as the brand's first online-only retail destination.

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 ([see story](#)).