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## Yoox Net-A-Porter net revenues up 12.4pc in 2016

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*Image courtesy of Yoox*

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By STAFF REPORTS

In 2016, Yoox Net-A-Porter Group saw revenue growth in all regions, according to the company's preliminary results.

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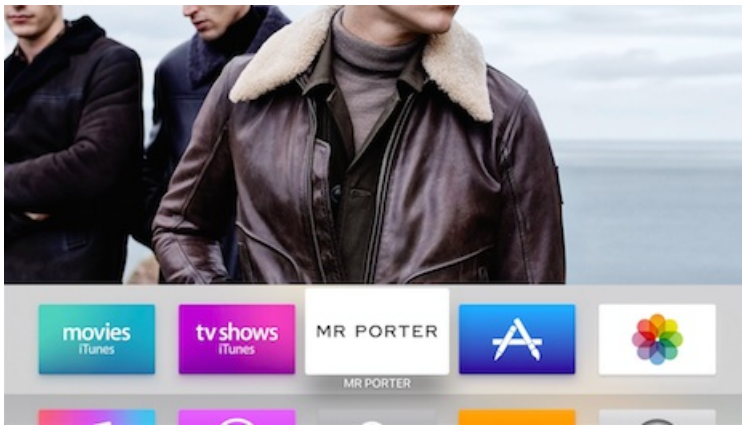
During the company's first full year since its merger, it saw increased traffic and orders placed on its ecommerce sites, helping its revenue increase to 1.87 billion, or about \$2 billion at current exchange. The pure-play ecommerce group's sales growth is in contrast to the larger retail industry's struggles.

### Editorial ecommerce

Revenues from YNAP's multi-brand in-season business, which includes Net-A-Porter and Mr Porter, were up 5.7 percent in the fourth quarter and 8.4 percent for the year. This portion of the group's activities accounted for just over half of YNAP's total revenues as of Dec. 31.

Over the course of the year, the retailers launched partnerships with brands such as Prada, IWC Schaffhausen, Tiffany & Co. and Gucci, bringing some merchandise online for the first time while retailing exclusive capsules from other collaborators.

The retailers also increased their focus on content. Supplementing the sites' weekly magazine, the brands began publishing editorial on a daily basis. Mr Porter also built a shoppable experience for Apple TV.



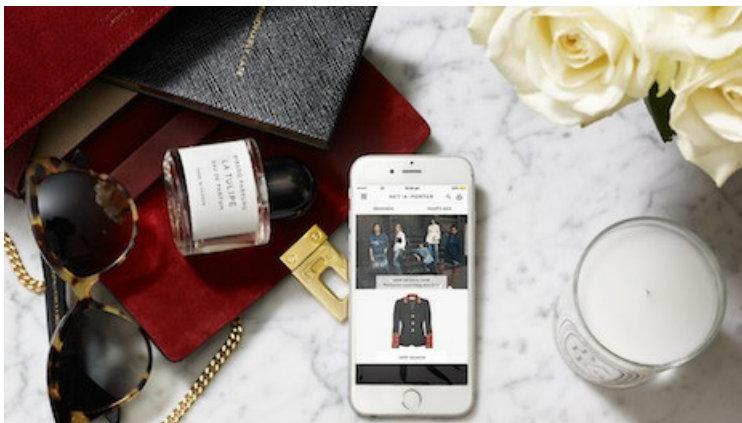
### *Mr Porter's Apple TV app*

Off-season retailers Yoox and The Outnet, which contributed 37.1 percent of YNAP's total revenues, saw their collective revenues rise 16.8 percent in 2016.

In September, Yoox upgraded its user-friendliness with a revamped Web site and mobile application ([see story](#)). The Outnet similarly looked to be more mobile-optimized with a platform update and its first Android mobile app.

The mono-brand flagship stores that YNAP operates were up 19 percent for the year, with new launches for brands such as Chlo, Alfred Dunhill and Moncler. As YNAP strategizes for profitability, the group will be discontinuing some of its partnerships that brought in about 0.8 percent of revenues.

North America, YNAP's largest market, saw a revenue increase of 14.1 percent for the year to a total 579.3 million euro, or \$619.5 million.



### *Net-A-Porter's app*

Compared to the 2.5 million active customers in 2015, 2016 grew this population to 2.9 million. While the average order value dropped slightly due to exchange rate shifts, the number of orders place rose more than a million to 8.4 million.

"YNAP performed robustly throughout 2016, accelerating in the last quarter compared to the first nine months on an organic basis," said Federico Marchetti, CEO of Yoox Net-A-Porter Group, in a statement.

"This demonstrates our ability to deliver growth while investing in our future," he said. "The rapid execution of our group's combined ecosystem is laying the foundations for a leading, solid, long-term business.

"Simultaneously, we've exclusively launched new top brands and been the first to move into hard luxury; mobile now accounts for almost half of our sales as the result of constant innovation and unparalleled new content and design."

The group's results will be approved by the board of directors on March 1.