

RETAIL

## Buccellati added to Net-A-Porter's high-jewelry stable

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*Buccellati's Macri collection*

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By STAFF REPORTS

Italian jeweler brand Buccellati is expanding its online retail presence by partnering with ecommerce player Net-A-Porter.

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The retailer shared Buccellati's availability with consumers via its weekly "The Chic List," an email newsletter with the "essential style update[s]" for the week ahead. In recent months, Net-A-Porter has strengthened its jewelry and watch category through retail partnerships with luxury's leading brands ([see story](#)).

### Chic in Buccellati

For consumers who may be unfamiliar with the Milanese jeweler's wares, Net-A-Porter's email provides a brief overview of the brand.

In the copy sent to subscribers, Net-A-Porter tells consumers that Buccellati has arrived "with its most iconic collections."

The text accompanies Buccellati's signature Macri bangles and rings described by Net-A-Porter as being "diamond-dusted pieces that will add modern elegance to every look."

A click-through redirects to Net-A-Porter's product page for Buccellati. Here, Net-A-Porter tells its consumers that Buccellati is a family-run house founded in 1919.



### *Buccellati on Net-A-Porter*

The brand's Renaissance and Venetian design-inspired collections, available on Net-A-Porter, include the Macri, Hawaii Waikiki and Rombi collections.

Buccellati's collections, made in 18-karat white, pink and rose gold, retail for \$4,250 to \$24,500, demonstrating that consumers are becoming more comfortable with high-ticketed purchases made online.

In December 2016, Buccellati announced that an 85 percent stake in the company was sold to Chinese conglomerate Gangtai Group.

Private equity firm Clessidra acquired a 67 percent stake in the brand in 2013, and the firm itself was purchased by Italmobiliare in May, after its founder died suddenly in the beginning of 2016, for a reported \$22.8 million. Under Gangtai Group, Clessidra and the Buccellati family will retain a 15 percent stake in the brand ([see story](#)).

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