

JEWELRY

Piaget votes for third-party ecommerce with Net-A-Porter presence

March 22, 2017



Olivia Palermo is the face of Piaget Possession

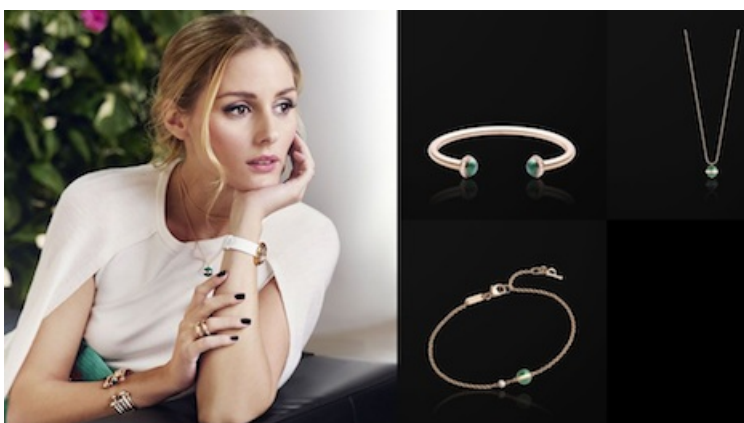
By STAFF REPORTS

Eyeing a new market beyond its own retail and online stores, Swiss watch and jewelry brand Piaget will soon sell its products on Net-A-Porter, the leading ecommerce luxury retailer.

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Starting April 3, Net-A-Porter will offer the Possession collection, Piaget's line of jewelry and watches including rings, necklaces, bracelets and two watches adorned with bold and bright ornamental stones and diamonds.

Model and entrepreneur Olivia Palermo is the face of [Piaget Possession](#).



The move to sell its Possession collection on Net-A-Porter marks a new acceptance of ecommerce's potential for Piaget

This move is designed to help Piaget tap Net-A-Porter's worldwide monthly audience of 6 million women luxury consumers across its media and retail properties.

Luxury brands are increasingly setting aside their resistance to ecommerce, realizing that younger consumers prefer the convenience of online and mobile shopping. Net-A-Porter adroitly tapped that mindset.



The Piaget Possession collection is priced lower than the brand's typical jewelry offerings, indicating an approach to a younger affluent clientele

Piaget is part of luxury conglomerate Richemont's portfolio comprising storied brands such as Cartier, Van Cleef & Arpels, Vacheron Constantin, Jaeger-LeCoultre, IWC Schaffhausen, Panerai and Montblanc.

Based in London and New York, Net-A-Porter was formerly a Richemont property until rival ecommerce platform Yoox bought a majority stake. The 17-year-old retailer sells more than 450 designer brands and ships to 170-plus countries.

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