

JEWELRY

## Cartier entrusts Net-A-Porter with Panthre watch ecommerce

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*The Panthre de Cartier watch*

By STAFF REPORTS

Richemont-owned Cartier will debut its revived Panthre de Cartier timepiece on ecommerce seller Net-A-Porter prior to a launch at its own points of sale.

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Cartier has teamed with Net-A-Porter for an exclusive pop-up shop May 2-31 to bring the 80s classic back to market. As jewelers and watchmakers continue to warm to online selling, Net-A-Porter has emerged as the go-to partner for exclusive launches, working with Chanel, Tiffany & Co. and IWC, to just name a few.

### Changing its spots

During this year's Salon International de la Haute Horlogerie in Geneva, Cartier announced that it would be reviving the 1980s' classic, the Panthre de Cartier women's wristwatch. Originally released in 1983, Cartier ceased production of the timepiece in 2004, but consumer demand has lead the French jeweler to return the watch to market ([see story](#)).

From May 2-31, Net-A-Porter consumers will be able to shop the reinstated collection.

Cartier has reissued its Panthre de Cartier in 12 variations, including gold, rose gold, white gold and stainless steel. The watch also comes with and without diamond bezels.

Two limited-edition variations are also offering in the collection. These watches are inspired by the spots of a panther, a motif used often across Cartier's offerings, and are designed in a rose gold and black lacquer and white gold and diamonds.

Prices for the Panthre de Cartier collection range from \$4,000 to \$123,000.

"I am delighted that Cartier has chosen Yoox Net-A-Porter Group as its first online retail partner to sell the Panthre watch," said Federico Marchetti, CEO of Yoox Net-A-Porter Group in a statement. "This partnership with the renowned French jeweler and fine watchmaker for this exclusive pop-up is a major success and marks another milestone in our long term strategy."

"Our discerning customers love to shop for the very best in luxury and we are thrilled to give them access to this magnificent collection," he said. "Looking ahead, we have ambitious plans to expand out fine jewelry and watches category to bring more iconic hard-luxury brands into a global online world."

Net-A-Porter is promoting the Panthre de Cartier collection pop-up through social media outreach that pays homage to the watches' feminine designs and its staying power as a contemporary essential to any jewelry box.

*Video content produced by Net-A-Porter for the Panthre de Cartier pop-up exclusive*

"We are honored to be partnering with Cartier to launch the Panthre watch," said Alison Loehnis, president of Net-A-Porter and Mr Porter in a statement.

"The collection embodies the elegant aesthetic of Cartier – sophisticated, modern and chic," she said. "Our pop-up shop will bring this timeless classic to life for customers around the globe."

Ahead of the May 2 launch, Net-A-Porter enabled a waiting list as of April 24.

At the end of the Net-A-Porter pop-up, the Panthre de Cartier collection will be available at Cartier boutiques and authorized watch dealers.

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