

JEWELRY

## Chopard, Net-A-Porter partner to sell \$47K timepieces online

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*Chopard will sell Happy Diamonds on Net-A-Porter. Image credit: Net-A-Porter*

By STAFF REPORTS

Swiss jeweler and watchmaker Chopard has inked a third-party ecommerce deal with online retailer Net-A-Porter.

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Chopard's partnership with Net-A-Porter marks the first time the family-operated brand will sell its jewelry and watches on a global online retailer. Net-A-Porter has strengthened its fine jewelry offerings recently as the exclusive ecommerce retailer of brands such as Piaget, Buccellati, Tiffany & Co. and Cartier, among others ([see story](#)).

Happy Diamonds online

At launch, Net-A-Porter will offer Chopard's Happy Diamonds collection.

The classic collection of jewelry and watches is known for its joyful and light-hearted appeal. Happy Diamond pieces also include Chopard's moving diamonds, a well-known feature of the collection.

"We are delighted and excited to be partnering with Net-A-Porter," said Caroline Scheufele, co-president of Chopard, in a statement. "Chopard is proud to work alongside such an influential retailer and looks forward to what will no doubt be a great success."



*Chopard's Happy Diamonds pieces contain moving diamonds. Image credit: Net-A-Porter*

Chopard will begin selling via Net-A-Porter with a stock of 43 pieces from the Happy Diamonds range in 18-karat rose and white gold. The 43-piece range also includes Chopard's best-selling Happy Sport Watch, a timepiece that combines steel and moving diamonds.

Prices for Chopard's Happy Diamonds jewelry ranges from \$1,695 to \$10,115 while watches retail for between \$9,070 and \$47,495.

"Net-A-Porter is thrilled to be launching a truly unique collection from an iconic house," said Elizabeth von der Goltz, global buying director at Net-A-Porter, in a statement. "Chopard's signature Happy Diamonds is the playful and innovative core of its jewelry and watch collection.

"We know Chopard will resonate well with our women and expect the collection to be an instant hit globally with our customer," she said.



*Chopard's Happy Diamonds includes rings, earrings, necklaces and watches. Image credit: Net-A-Porter*

Chopard will be available on Net-A-Porter beginning Oct. 11.

In August, Chopard was the latest luxury player to open an online store on Chinese ecommerce site JD.com.

Chopard's JD.com digital storefront launch was the first time in the jeweler's 157-year history that it had online sales in China. Initially wary and hesitant to launch on Chinese ecommerce sites, luxury brands have recently embraced the strategy, opting to partner with local retailers such as JD.com and its competitor Alibaba ([see story](#)).

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