

RETAIL

## Yoox Net-A-Porter processed an order every 0.8 seconds on Black Friday

November 29, 2017



*Party with the Porters for holiday 2017 will run in print, digital and out-of-home displays. Image credit: Net-A-Porter and Mr Porter*

By STAFF REPORTS

Online retail's Yoox Net-A-Porter Group saw mobile orders surge to an all-time high during Cyber Weekend.

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Considered the start of the holiday season, Cyber Weekend, flanked by Black Friday and Cyber Monday, sees in-store traffic increase, but online players are seeing significant rises in purchasing as most consumers would rather forgo the chaos brought forth by the shopping holiday. For Yoox Net-A-Porter Group (YNAP), the online retailer saw purchases placed on mobile reach 66 percent on Sunday for an all-time high.

YNAP is the parent of Yoox, Net-A-Porter, Mr Porter and The Outnet.

### Weekend delight

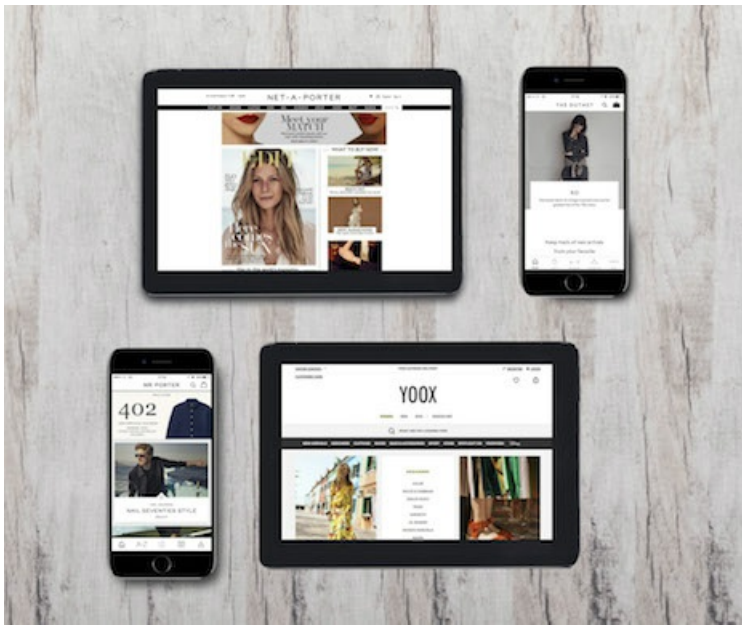
Aside from a high rate of mobile ordering, Yoox Net-A-Porter's applications also performed well on Cyber Weekend. The retailer saw a spike in consumers making their first order via its apps.

The Yoox iOS app, for example, was trending in Italy and was ranked number one in the "Shop until you drop" section of Apple's App Store.

Prior to Cyber Weekend, Alison Loehnis, president of in-season at YNAP said, "At this time of year we see a flurry of gift buying, but self-purchase still remains strong.

"Existing customers are more engaged than ever over Cyber Weekend and it's a great time of year for new customers to discover our incredible edit and our best-in-class service," she said.

On Black Friday, Yoox Net-A-Porter processed one order every 0.8 seconds.



*YNAP's app performed well on 2017 Cyber Weekend. Image courtesy: Yoox*

By category, hard luxury and party wear interested consumers the most. Over the weekend, the highest priced item sold on Net-A-Porter was a diamond bracelet, priced at more than \$50,000.

Earrings sold well over the weekend as well. Net-A-Porter sold a single diamond ear cuff for about \$26,000, demonstrating consumers' increased comfort with buying high-ticket items online.

The upcoming holiday party season was also a focus for YNAP's consumers. Evening wear, one of the retailer's fastest growing categories, saw two \$12,000 gowns sell over the weekend.

In menswear, leather jackets, winter coats and blazers were popular on Mr Porter. Similar to evening wear, tuxedos sold particularly well with Mr Porter's United States consumer base.

Fine watches also performed well, driven by recent brand launches ([see story](#)) such as Baume et Mercier, Tag Heuer, Piaget and Jaeger-LeCoultre.

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