

RETAIL

## YNAP sales up 12pc in 2017

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*Mr P. offers the Mr Porter customer classics. Image courtesy of Mr Porter, image by Stefan Heinrichs*

By STAFF REPORTS

Retail group Yoox Net-A-Porter saw record net revenues of 2.1 billion euros, or about \$2.6 billion, for the 2017 fiscal year.

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Throughout 2017, ending Dec. 31, all of the company's business lines grew, contributing to a total organic revenue increase of 16.9 percent and a recorded rise of 11.8 percent. YNAP's preliminary consolidated net revenues for the fourth quarter were also up 6.9 percent.

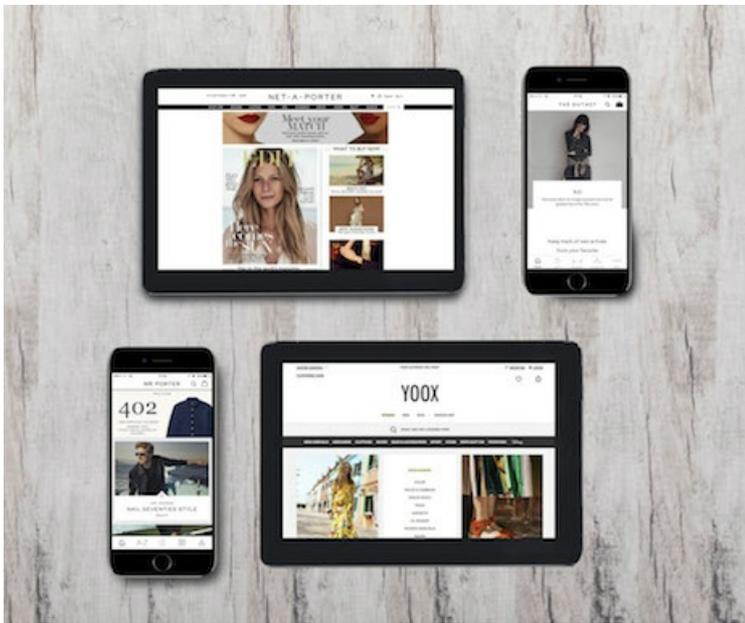
### Year in review

YNAP's site visits, order counts and active customer numbers were all up last year, but the company's average order value fell slightly. Compared to 334 euros in 2016, 2017's 9.5 million orders had an average value of 328 euros, which the company attributes to currency shifts.

YNAP's multi-brand in-season division that includes Net-A-Porter and Mr Porter saw sales grow 18.3 percent. This business line, which accounts for approximately half of the company's total revenues, was aided by the launch of new labels, such as Alaa, Cartier and Boucheron.

Mr Porter has also seen a strong reception for its private label Mr P. ([see story](#)).

Net-A-Porter and Mr Porter have also expanded their new service "You try, we wait" to New York and Hong Kong in the fourth quarter.



*Yoox Net-A-Porter saw 842.2 million visits in 2017. Image credit: YNAP*

Multi-brand off-season stores Yoox and The Outnet also grew by a collective 13.3 percent. Similarly to their in-season counterparts, they strengthened their portfolio of available brands, adding Versace and Sergio Rossi.

Yoox also outperformed its counterparts in traffic thanks to multichannel advertising campaigns launched in markets such as Italy, Hong Kong and Japan.

YNAP's monobrand flagship stores business line's gross merchandise value rose 20.8 percent on an organic basis in 2017, with net revenues rising 5.9 percent as reported. As with the other two aspects of the company's business, YNAP forged new brand relationships last year.

The company inked a deal to power Ferrari's online store, and it also added omnichannel capabilities to some of its existing partner stores.

YNAP's "Next Era" business model, slated to launch early in 2018, expands on Valentino's existing relationship with YNAP, which has powered the Italian brand's ecommerce site since 2008. Now, the retail group is collaborating with Valentino on omnichannel solutions designed to meet the changing needs of luxury shoppers ([see story](#)).

While sales were up across regions, Asia Pacific saw the steepest revenue growth, with sales rising 17.7 percent. North America remains YNAP's largest region, with almost a third of total sales.

"We've had a very good year," said Federico Marchetti, CEO of Yoox Net-A-Porter Group, in a statement.

"Performance in the fourth quarter was strong across the business.

"Net-A-Porter, Mr Porter and Yoox did particularly well," he said. "The Outnet's revenues were affected for a short period by the migration of its logistics centers. This is behind us now and product availability has been fully restored."