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Yoox Net-A-Porter sees significant growth led by new projects, international expansion

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Yoox Net-A-Porter will focus on mobile shopping over the next year. Image credit: YNAP

By STAFF REPORTS

Yoox Net-A-Porter Group has released its yearly earnings report for 2017, revealing more than \$2 billion in revenue driven by exclusive collections and further growth in the Middle East and Dubai.

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The report shows that YNAP attributes the company's successful year to capsule collections created with some of the biggest names in fashion including Gucci, Chloé and Stella McCartney. Additionally, Yoox launched its platform in Dubai and began working with partners in Japan, establishing itself in the valuable Middle Eastern and Asian markets.

Growth year

Over the course of 2017, YNAP introduced a host of new features to its business model that expanded its coverage across the world and the variety of options it can offer to customers.

YNAP has continued to develop its watch and jewelry section, bringing in partners such as Cartier, Chopard and Piaget. In addition to working with other big names such as Valentino and Giorgio Armani, YNAP also launched its own label, Mr. P, last year and a personal shopper service called "You try, we wait."

These features led to a total organic growth of just under 17 percent.



>€2bn
Net Revenues
in 2017

+17%
Organic Growth
in 2017



9.5m
Orders
in 2017

3.1m
Active Customers
in 2017



YNAP's earnings. Image credit: YNAP

For the year ahead, YNAP is focusing on providing customers with a more robust mobile experience with multiple mobile applications planned to capture the valuable market of mobile online shoppers, particularly in Asia.

The group will also focus on omnichannel and creating online flagship stores for many of the bigger brands it works with.

The earnings report comes just a few months after YNAP's parent company Richemont offered Yoox Net-A-Porter Group up to 2.77 billion euros to become its sole owner.

Previously, Richemont controlled 49 percent of Yoox Net-A-Porter Groups shares, making the Swiss conglomerate the online retailer's majority shareholder. Richemont now seeks to acquire the remaining 51 percent of shares that it does not own through a voluntary public tender offer ([see story](#)).

With a successful year behind it driven by a slew of new features and impressive growth, Yoox Net-A-Porter is poised for another year of expansion and innovation.

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