

JEWELRY

Mr Porter debuts Cartier collection with exclusive watch accessories

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The Santos de Cartier watch. Image credit: Cartier

By STAFF REPORTS

Online fashion retailer Mr Porter is working with French jeweler Cartier to launch a curated collection of watches on Mr Porter's online shop.

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The collection will focus on several versions of the popular Santos de Cartier watch along with an exclusive strap available only through Mr Porter. The collaboration between the two marks Mr Porter's, and by extension, its parent company Yoox Net-A-Porter's, further ingratiates into the world of online luxury sales.

"We are thrilled to be launching with Cartier, a true reference within the world of luxury," said Toby Bateman, managing director of Mr Porter, in a statement. "The new Santos de Cartier watch is an authentic and contemporary re-working of a classic.

"This is an excellent opportunity to provide our global Mr Porter customer with an iconic brand that we know they have been waiting for, and we look forward to launching further Cartier collections later in 2018," he said.

Exclusive collection

When Mr Porter was established in 2011, the idea behind the retailer was to create an online shop specifically for menswear that could host capsule collections from some of the biggest brands in luxury.

Today, that vision has become a reality now that Mr Porter frequently hosts collections from big fashion brands such as Saint Laurent and Ermenegildo Zegna.

Now, Mr Porter has teamed up with Cartier to host a collection of the brand's Santos de Cartier watches.

The collection will feature seven different editions of the Santos de Cartier watch with a number of different color options.

Additionally, Mr Porter will sell one exclusive strap designed solely for the Mr Porter collection.



Balenciaga's campaign features real employees. Image credit: Mr Porter

Both parties involved stress that this partnership is only the beginning and Mr Porter and Cartier are working to bring more watches from Cartier's catalogue to the site in the future.

Last year, Cartier launched the Panthre de Cartier collection on Mr Porter's sister site Net-A-Porter ([see story](#)).

Mr Porter has made an effort to bring in more exclusive collections from top brands recently, such as when it debuted an exclusive Balenciaga collection.

Taking a more down-to-earth approach to luxury marketing, the campaign for the Balenciaga capsule launch centers on a photo shoot with the retailers' employees. This marked the first time that creative director Demna Gvasalia has undertaken concurrent men's and women's Balenciaga collaborations for a retail partner ([see story](#)).

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