

AUTOMOTIVE

Ferrari launches apparel and accessories ecommerce store on YNAP platform

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Ferrari's apparel line: all dressed for the Web. Image credit: Scuderia Ferrari

By STAFF REPORTS

Italian sports carmaker Ferrari has launched an online store for its Scuderia Ferrari apparel and accessories brand relying on the Yoox Net-A-Porter platform.

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The site at <https://store.ferrari.com> will use Yoox Net-A-Porter's technology and logistics offerings with full customization such as on-site personalization that tailors content and products to customers. The win for Yoox Net-A-Porter comes soon after luxury conglomerate Richemont took full control of the ecommerce platform that powers some of the leading luxury brands' online and mobile operations.

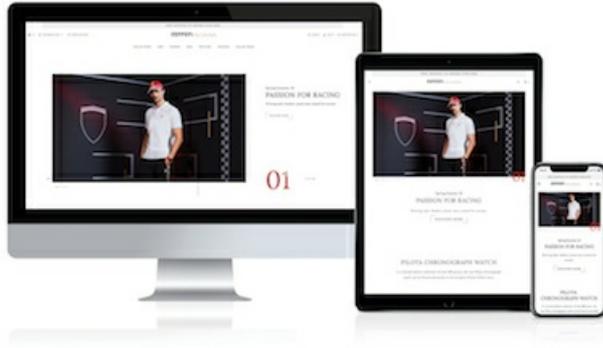
"Ferrari is one of the most dreamed-of luxury brands and I'm proud that YNAP is the exclusive online retail partner for Ferrari's online flagship store," said Paolo Mascio, president of online flagship stores at Yoox-Net-A-Porter, in a prepared statement.

The news comes two weeks after [Yoox Net-A-Porter Group](#) 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 ([see story](#)).

Zooming ahead

The [Ferrari apparel and accessories store](#) will be promoted via a global multimedia campaign including online and mobile, all designed by Yoox Net-A-Porter.

Scuderia Ferrari's PC- and mobile-friendly interface will carry Ferrari design and branding elements. It will also rely on Yoox Net-A-Porter's order fulfillment and network of distribution centers across New York, London, Dubai and Hong Kong that serve 101 markets worldwide.



*Scuderia Ferrari's apparel and accessories will be sold via Yoox Net-A-Porter's platform that is designed for PC, tablet and mobile phone screens.
Image credit: Yoox Net-A-Porter*

Yoox Net-A-Porter designs and manages the online flagship stores for luxury brands such as Alberta Ferretti, Alexander Wang, Giorgio Armani, Chlo, Dodo, dunhill, Emilio Pucci, Isabel Marant, Jil Sander, Just Cavalli, Kartell, Lanvin, Maison Margiela, Marni, Missoni, Moncler, Moschino, Napapijri, Pomellato, Valentino and Red Valentino, Stone Island and Y-3.

In addition, the group's joint venture with Kering has resulted in the management of ecommerce stores for such brands as Saint Laurent, Bottega Veneta, Stella McCartney, Alexander McQueen, Balenciaga and Brioni.

Yoox Net-A-Porter: What Our Customers Desire

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