

RETAIL

Net-A-Porter loses a senior fine buyer during a crucial time

March 30, 2018



Net-a-Porter loses its senior buyer for fine watches and jewelry. Image credit: Net-a-Porter.

By STAFF REPORTS

Ecommerce platform Net-A-Porter is now tasked with finding a new senior buyer for fine watches and jewelry as Sophie Quy leaves.

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After assisting Net-A-Porter's growth and investment in high-end jewelry, Ms. Quy has stepped down from the online retailer for concierge fashion service Thread Styling. The personal shopping platform is hoping to grow its market further into the United States.

Investments and growth

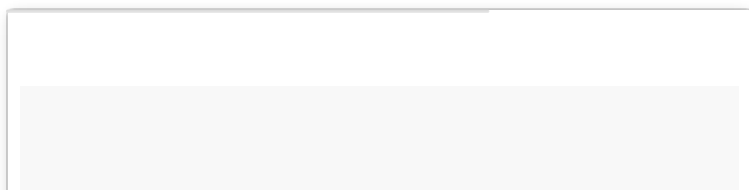
According to Women's Wear Daily, Ms. Quy is leaving her position as a senior buyer at Net-A-Porter to become the worldwide head of fine jewelry and watches at Thread Styling.

She has been credited with bringing numerous high-end brands who traditionally have turned away from online-only retailers to Net-A-Porter. Some of those brands include Chanel, Pomellato, Cartier, Piaget, IWC, Boucheron and Chopard.

Her position at Thread Styling will include similar tasks, as she will be working with brands to join its social platforms.

Thread Styling uses social media to share products in an aesthetically engaging way, and uses messaging services through these applications to communicate with clients.

Customers contact Thread Styling to source items they are interested in, and the London-based concierge service will ship it directly to them.





Do we have to choose!? 🤔 . . . #ThreadsStyling #Rolex
#Watches #GMTMaster2 #BaseWorld2017

A post shared by T H R E A D S (@threadsstyling) on Mar 26, 20...

Ms. Quy's departure comes at an interesting time for Net-a-Porter, as it begins to journey further into the high-end jewelry sector and beyond.

The Group recently 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.

Its 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 ([see more](#)).

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