

JEWELRY

Net-A-Porter unites fine jewelry brands in new ecommerce initiative

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Net-A-Porter launches its high-end jewelry platform. Image credit: Net-A-Porter

By BRIELLE JAEKEL

Online retailer Net-A-Porter is investing in yielding high-end jewelry brands who lack an online retail presence to help affluent shoppers accomplish all of their buying needs within its platform.

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The ecommerce platform is launching a flagship jewelry store online, where it will bring in couture watch and jewelry brands, many of whom have never had a digital retail presence. A dedicated hub for prestigious brands such as Cartier, Jaeger-LeCoultre, Piaget and Chopard will include heightened customer service elements to better cater to the high-net-worth shopper.

"We want to be the only online destination to have a comprehensive multi-brand fine jewelry and watches offering," said Elizabeth von der Goltz, global buying director at [Net-A-Porter](#), London. "There is no ecommerce site today doing this in a curated and significant way, especially in the luxury space.

"Our customer is buying into these categories, and we want her to be able to find what she needs and desires on Net-A-Porter," she said. "Within this destination on Net-A-Porter, you will not only find product but also great content including trends tutorials, brand takeovers, editorials and education on watches and jewelry."

Fine jewelry online

Net-A-Porter will be unveiling its new fine jewelry hub this month, with a soft opening beginning on April 9 and an official launch on April 16.

The hub will be a curated destination specifically for high-end jewelry and watch manufacturers, who have traditionally been uninterested in ecommerce.



Net-A-Porter's fine jewelry campaign. Image credit: Net-A-Porter

A "try before you buy" service will be featured as part of the launch to support its mission for unparalleled customer service in New York, London and Hong Kong.

Many high-end items will be available for secure pickup and even hand delivery.

The new platform also provides a personal shopping service with personnel trained from Gemological Institute of America.

Net-A-Porter will also create bespoke editorial content, including informative "how tos" on subjects such as taking care of fine jewelry, diamond education and styling suggestions.



Net-A-Porter's fine jewelry campaign. Image credit: Net-A-Porter

In recent years, Net-A-Porter has become a popular testing ground for luxury jewelers, allowing brands that have limited digital distribution a chance to expand their ecommerce footprint. Luxury brands traditionally seek control in their distribution, but a number of jewelers have entrusted Net-A-Porter to retail multi-thousand dollar pieces online ([see story](#)).

As the ecommerce platform looks to gain better traction with fine jewelry and watches, it is tasked with finding a new senior buyer for the sector as Sophie Quy leaves. After assisting Net-A-Porter's growth and investment in high-end jewelry, Ms. Quy has stepped down from the online retailer ([see more](#)).

Watches and digital

The new hub is extremely important in the watch and jewelry industry, as these brands are proving to be much more with online.

Direct-to-consumer ecommerce is also becoming increasingly prevalent in the luxury watch industry, with 62 percent of watch brands supporting it.

Five luxury watch brands have launched DTC ecommerce in the past year alone, according to L2's Digital IQ Index: Watches & Jewelry 2018 report. The data shows that ecommerce is becoming a major element of luxury watch brands' strategies in the year ahead ([see more](#)).

"Part of our strategy is to bring in fine jewelry brands that don't have an ecommerce presence," Ms. Von der Goltz said. "Some of the unique and one-of-a-kind pieces that we will be offering will be displayed online in our hub but will also need to be shown in person through our Try Before You Buy' services in select cities.

"We not only want to offer what the customer can find on site but also what they are searching for, be it a specific stone or a one-of-a-kind special piece or collector's items," she said. "We have added a lot of recognizable hard luxury brands which high-net-worth customers are familiar with.

"We are making it easier than ever before for them to purchase these brands. They no longer have to walk into a boutique or department store. Simultaneously, we are adding many different and interesting fine jewelry brands at more accessible prices that also appeals to a new customer."

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