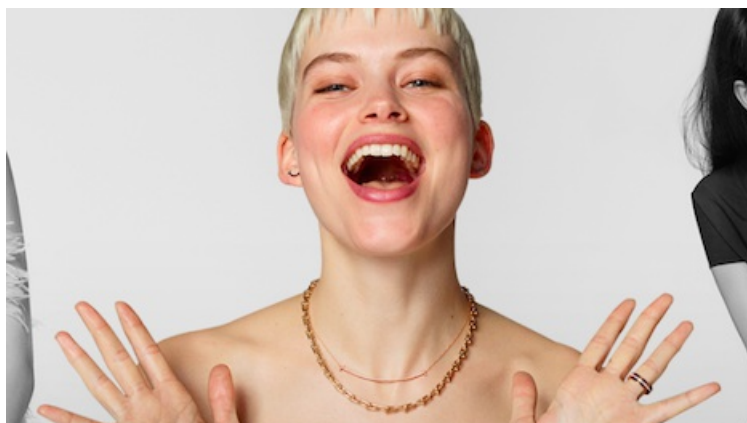


RETAIL

Farfetch debuts first hard luxury hubs for jewelry and watches

May 8, 2018



Farfetch's new jewelry hubs feature brands from David Yurman to Tag Heuer. Image credit: Farfetch

By STAFF REPORTS

Online luxury platform Farfetch is taking a major step into the world of hard luxury with the launch of two new online hubs partnering with some of the biggest brands in jewelry.

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Fine jewelry and fine watches will each now have their own separate hubs online on Farfetch's platform. Jewelers from Chopard to Tiffany & Co. to David Yurman will be represented on Farfetch for the first time, bringing some of the biggest names in luxury jewelry together in one online marketplace.

"We are thrilled to be launching hard luxury on Farfetch with such an incredible line-up of brands," said Giorgio Belloli, chief commercial and sustainability officer at Farfetch, London, in a statement. "This move is a natural extension to the unrivalled range we already offer lovers of fashion around the world."

Hard luxury

Farfetch is one of the biggest names in luxury ecommerce.

The platform has made its claim in the business thanks to partnerships with major brands and a unified marketplace where customers can shop for multiple brands and styles in one place.

But until now, Farfetch was mainly focused on apparel and accessories. Now, the platform is branching out into jewelry and watches thanks to the introduction of new online hubs for both categories.

Chopard, David Yurman and De Beers as well as watch brands such as Tag Heuer, Ulysse Nardin and Zenith have all joined Farfetch's network for the first time.



Farfetch's jewelry hubs. Image credit: Farfetch

Now, customers will be able to shop a large online marketplace, with a wide variety of brands and products, in a single location.

The two jewelry hubs launched on May 8 on Farfetch's online platform in 10 languages.

Farfetch's addition of 10 languages is also notable given the platform's efforts to diversify and localize its content to work across the globe. For example, Farfetch is expanding its platform to the Middle East with the launch of an Arabic language site.

Along with translating the ecommerce browsing and buying experience into the area's local language, Farfetch is also offering Middle Eastern consumers content and choices that reflect Arab culture. Despite slowed growth in the Middle East due to economic uncertainty, the market remains a big opportunity for luxury brands ([see story](#)).

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