

JEWELRY

Mr Porter supports luxury watch investment via educational platform

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Mr Porter launches a guide to luxury watches.

By BRIELLE JAEKEL

Online menswear retailer Mr Porter is taking a stronger stance on watches in menswear, as the Yoox Net-A-Porter Group company as a whole pivots towards luxury jewelry.

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Mr Porter has debuted a new online editorial portal for luxury watches to support its growth in the jewelry sector, becoming an authority on the subject. The Luxury Watch Guide chronicles all information about the brands that it sells, knowledge about the industry and more things related to luxury watches.

Foray into luxury jewelry

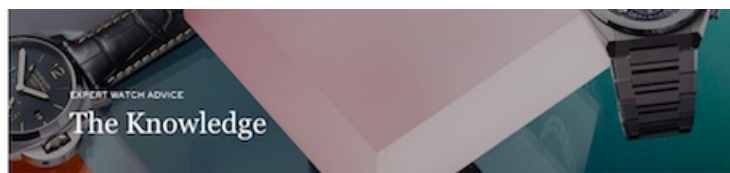
The menswear retailer recently launched an online consignment shop for watches, and it is following up the investment into presale luxury watches with its new guide.

Mr Porter's guide is meant to be an educational platform to help buyers learn more about the watch industry and feel confident in their purchases and styling.

Detailed dives into each luxury watch brand make up a significant portion of the content. For instance, Baume & Mercier is the first listed in the index, due to its alphabetical order.

On its page there is a detailed history of the brand with a catalog of its collections, editor's product picks, films and stories from behind the brand and major moments in the manufacturer's lifespan.

Under a Knowledge tab, watch fans can read various articles of information such as a "Glossary of Watch Terms," "How to Choose a Luxury Watch," "How to Look After a Luxury Watch" and more.

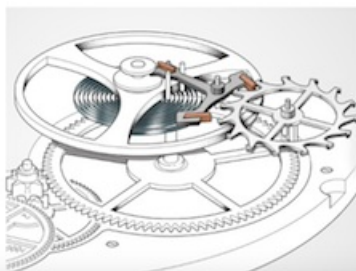


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A Glossary Of Watch Terms

So what exactly is a reverse panda? MR PORTER's exhaustive guide to the watch jargon that matters.

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Mr Porter imparts knowledge on its watch guide. Image credit: Mr Porter

The Stories section features a selection of content from the brands and the stories they tell.


Mr Porter has also curated a series of limited editions worth paying attention to on a special dedicated page.

Limited Editions


Crafted in small numbers to mark anniversaries or commemorate events in history, or just as a way of showcasing experimental design, these watches make great collectors' items.




IWC SCHAFFHAUSEN
Limited Edition Big Pilot's Heritage 46mm Bronze and Leather Watch



ORIS
Big Crown 1917 Limited Edition Automatic 40mm Stainless Steel and Leather Watch



PIAGET
Limited Edition Polo S Automatic Chronograph 42mm ADLC-Coated Stainless Steel and Leather Watch



BAUME & MERCIER
Clifton Club Shelby Cobra Chronograph 44mm Stainless Steel and Leather Watch

Limited editions are featured on Mr Porter

Watch accessories and a list of services provided by Mr Porter are also featured within separate pages on the Watch Guide as well.

Yoox and watchmaking

Mr Porter previously worked with French jeweler Cartier to launch a curated collection of watches on Mr Porter's online shop.

The collection focuses 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 ingratiation into the world of online luxury sales ([see story](#)).

Mr Porter's sister site Net-A-Porter also invested 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.

The ecommerce platform launched a flagship jewelry store online, where it brings 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 ([see story](#)).