

JEWELRY

Cartier becomes permanent part of Net-A-Porter, Mr Porter

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Cartier watches will be sold on Net-A-Porter and Mr Porter. Image courtesy of Yoox Net-A-Porter Group

By STAFF REPORTS

Online retailers Net-A-Porter and Mr Porter are expanding their high-end timepiece through the launch of a permanent partnership with watchmaker Cartier.

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As of Aug. 29, Cartier's men's and women's watches will be available through Net-A-Porter's Fine Jewelry & Watch Suite and Mr Porter's Luxury Watch Guide. This represents an extended partnership between the retailers and jewelry house, which has previously been limited to temporary pop-up shops.

Cartier ecommerce

In the past, Cartier has hosted pop-ups for its Panthre timepiece on Net-A-Porter and its Santos watch on Mr Porter.

Now the brand is becoming a full-time part of the platforms, adding to the growing list of fine jewelry houses that entrust ecommerce to the retailers.

On Net-A-Porter, Cartier will sell its The Panthre, Tank, Ballon Bleu and Baignoire styles, while Mr Porter will carry Tank, Ballon Bleu, Calibre de Cartier, Drive de Cartier and Santos watches.



Cartier will be selling four collections on Net-A-Porter. Image courtesy of YNAP

Net-A-Porter retailer 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.

The ecommerce platform recently launched 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 Jaeger-LeCoultre, Piaget and Chopard will include heightened customer service elements to better cater to the high-net-worth shopper, including personal shopping and the option to try before you buy ([see story](#)).

Meanwhile, Mr Porter is taking a stronger stance on watches in menswear.

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 ([see story](#)).

Consumers have proven their willingness to buy even the most precious pieces online, including on mobile ([see story](#)).

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