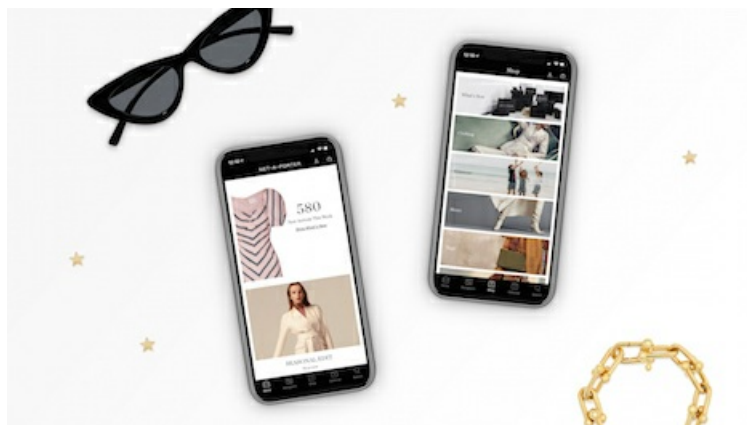


RETAIL

Net-A-Porter updates mobile platform as smaller screen purchases grow

May 20, 2019



Net-A-Porter updates its mobile offerings. image credit: Net-A-Porter

By STAFF REPORTS

Yoox Net-A-Porter is focusing on growing its mobile offerings with a renovation of its Net-A-Porter application.

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The redesign will feature a richer ecommerce experience, in addition to editorial content. Net-A-Porter is touting an in-house design system named Hive that built on modular and reusable components to introduce updates easier and faster.

Mobile advancements

Net-A-Porter's dedicated team has worked to create Hive as a way to continually roll out personalized experiences.

Hive was first introduced with a rollout of the Mr Porter iOS app this past December.

"Our new app is perfect for the Net-A-Porter woman to access the world-class content, unrivalled product curation and exceptional services she wants," said Alison Loehnis, president of the luxury division at Yoox Net-A-Porter Group in a statement. "The new design is smooth and intuitive, giving our world-leading brands an even more visual platform and elevating our digital content experience to new heights.

"As a mobile-led business, always seeking to innovate, the technology allows us to be even smarter behind the scenes, meaning we can give everyone a unique Net-A-Porter experience that will be further personalized over time."

With this new rollout, Net-A-Porter and Mr Porter migrate to a new technology platform in addition to a worldwide logistics operation. This means users will be able to see and shop the entirety of the retailer's offerings worldwide.

Yoox Net-A-Porter has revealed that 50 percent of its purchases are coming from mobile devices, influencing the decision to ramp up its mobile prowess.



Net-A-Porter grows its technological advancements. Image credit: Net-A-Porter

"Millions of customers visit our apps every day expecting the very best in terms of luxury experience," said Olivier Schaeffer, global chief operating officer at Yoox Net-A-Porter Group, in a statement. "Harnessing the unparalleled design and technology expertise of our teams, the updated Net-A-Porter app is yet another significant step in our journey to deliver luxury content, product and service in new and better ways, engaging our customers around the world."

While 2018 saw several luxury conglomerates consolidating their empires through brand acquisitions, others such as Yoox Net-A-Porter looked to strategic partnerships.

With a new Richemont and Alibaba deal, the company is now able to better bring its retail offerings to the world's largest luxury audience: China.

As Richemont's takeover of ecommerce giant Yoox Net-A-Porter came to a completion, the Swiss-based luxury group maps out its growth ambitions for the platform and working towards solidifying its leadership position in the online space ([see story](#)).

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