

WATCHES AND JEWELRY

## Girard-Perregaux goes online with Mr Porter

June 6, 2019



*Girard-Perregaux's Neo Bridges Earth to Sky Timepiece. Image credit: Girard-Perregaux*

By STAFF REPORTS

Swiss watchmaker Girard-Perregaux is entering ecommerce through a partnership with Mr Porter, as the category continues to warm to the idea of selling online.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Mr Porter will be carrying 17 different watches from Girard-Perregaux, ranging from classic to contemporary styles. Mr Porter and its sister site Net-A-Porter have sought to make themselves go-to platforms for high-end watches, leveraging their digital expertise to move luxury manufacturers into online sales.

"We are delighted to partner with Mr Porter and to share our passion for the beauty of time with their discerning customers," said Patrick Pruniaux, CEO of Girard-Perregaux, in a statement. "Mr Porter is the perfect platform to showcase the world of Girard-Perregaux and to launch our powerful Laureato Absolute timepieces."

### Digital debut

Founded in 1791, Girard-Perregaux is a house that focuses on combining design and artisanship.

The company is one of few watchmakers that houses all of its creation process under one roof, from conception to crafting, including the making of its movements.

One key moment in the brand's history was the 1889 Universal Exhibition in Paris, where Constant Girard-Perregaux presented the company's tourbillon with three gold bridges, which earned a gold medal.

On Mr Porter, Girard-Perregaux will be selling 10 of its Laureato timepieces. This more contemporary collection includes watches with in-house movements.

The watchmaker will also be selling its Neo Bridges "Earth to Sky" edition that was just unveiled at the Salon International de la Haute Horlogerie earlier this year.

Also available will be five watches from the brand's 1966 collection, which takes reference from some of its classic styles.



*Girard-Perregaux Classic Bridges Automatic Skeleton timepiece. Image courtesy of Girard-Perregaux*

The timepieces being retailed at launch range in price from \$7,900 to \$38,400.

"We're excited to have Girard-Perregaux join our growing luxury watch category on Mr Porter," said Toby Bateman, managing director of Mr Porter, in a statement. "The brand's illustrious heritage of watch-making, alongside its ever-evolving design aesthetic, individuality and focus on sustainability, provides our global customers and readers with a new core watch offering to learn about and experience."

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

Five luxury watch brands launched DTC ecommerce in 2017 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 ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.