

WATCHES AND JEWELRY

Parmigiani joins Mr Porter in ecommerce push

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Parmigiani Fleurier is now selling on Mr Porter. Image credit: Mr Porter

By STAFF REPORTS

Online retailer Mr Porter is expanding its timepiece offerings with the addition of Swiss watchmaker Parmigiani Fleurier.

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The watch label has launched on Mr Porter, joining 21 other haute houses in selling online via the menswear retailer. Mr Porter and sister site Net-A-Porter have worked to develop increasingly extensive hard luxury offerings, bringing many jewelry brands online for the first time.

"We're happy to add Parmigiani Fleurier to our growing luxury watch category on Mr Porter, now with 22 global brands," said Toby Bateman, managing director of Mr Porter, in a statement. "An independent manufacture with its own unique design aesthetic provides an intriguing brand and product offering, which all of our teams look forward bringing to life through original content to our global audience."

Ecommerce alliance

Parmigiani Fleurier was founded in 1996 by Michel Parmigiani, a timepiece restorer turned watch designer.

Despite being a younger watch brand, the house does not currently operate its own ecommerce store.

The brand is now partnering with Mr Porter to sell online. Prices for the pieces at launch range from \$9,800 to \$24,500.

"We are very proud to cooperate with Mr Porter and believe that this partnership is in line with our network of qualified retailers," said Davide Traxler, CEO of Parmigiani Fleurier, in a statement. "The online retail environment is a competitive one that demands specific tools and know how, we know Mr Porter is a first in class selective online retailer and we are very proud to announce this cooperation."



Parmigiani Fleurier is selling its watches through Mr Porter. Image courtesy of Parmigiani Fleurier

Net-A-Porter recently furthered its effort to bring previously bricks-and-mortar exclusive categories to ecommerce with the launch of an invite-only high-jewelry platform.

Launched in July, EIP Priv will retail haute pieces in a service-centric environment catering to the retailer's biggest spenders, or "Extremely Important People." High-jewelry has been one of the last ecommerce holdouts in personal luxury goods due to its exclusivity and price points, but Net-A-Porter's previous forays into hard luxury have proven consumers' willingness to buy big-ticket merchandise online ([see story](#)).

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