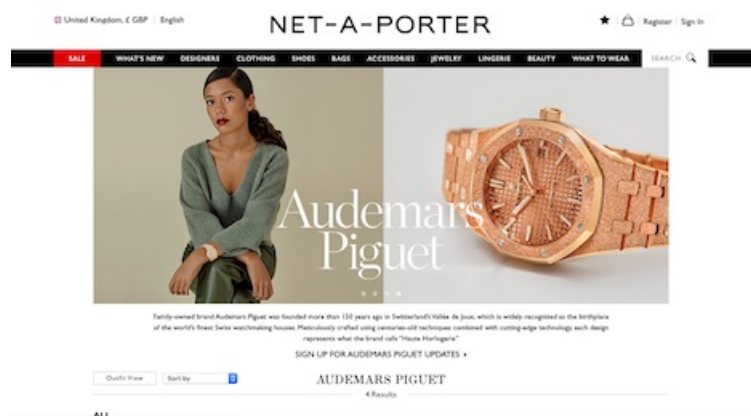


WATCHES AND JEWELRY

Swiss watchmaker Audemars Piguet eyes ecommerce lift with Net-A-Porter deal

February 14, 2020



Audemars Piguet sees potential for increased ecommerce sales via the Net-A-Porter relationship. Image credit: Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Swiss watch brand Audemars Piguet has partnered with Richemont's Net-A-Porter to sell its watches for the first time via a multibrand online-only retailer.

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While the family-owned watch brand sells online and offline through other watch dealers, the alliance with Net-A-Porter increases its universe of younger prospects used to buying fashion, leather goods, footwear, timepieces and jewelry through the pure-play digital retailer's site and app.

"Following the success of the fine jewelry and watch suite in 2018 and the expansion into high jewelry in 2019, we are particularly excited to be launching Audemars Piguet as the brand's online retail partner," said Elizabeth von der Goltz, New York-based global buying director of Net-A-Porter, in a statement.

Time's ripe

At launch, **Net-A-Porter will sell Audemars Piguet's** selected Millenary, Royal Oak and Royal Oak Offshore collections.

The two Millenary watches on sale cost \$36,100 and \$59,700. The Royal Oak models, currently available only for a wish list, cost \$49,000 and \$67,000.

One Millenary watch is for men and the rest for women.

The goal is to eventually sell 12 styles across three collections in 18k white or pink gold.



Back of the Audemars Piguet Royal Oak 37mm watch. Image courtesy of Net-A-Porter, Audemars Piguet

A FAMILY-OWNED FIRM in business for 145 years, Audemars Piguet joins other brands such as Jaeger LeCoultre, Chopard, IWC Schaffhausen, Gucci, Herms, Piaget, Cartier and Buccellati that sell watches via Net-A-Porter.

Signing on Audemars Piguet is part of Net-A-Porter's ambitions to become the leading global destination for fine jewelry and watches.