

WATCHES AND JEWELRY

## Net-A-Porter, Mr Porter solidify positions as shopping destinations for watch lovers with new partner

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*Net-A-Porter and Mr Porter are partnering with Watches & Wonders. Image credit: Net-A-Porter*

By SARAH RAMIREZ

Online retailers Net-A-Porter and Mr Porter are partnering with Watches & Wonders to bring luxury watch brands directly to consumers, as Swiss watchmakers continue to make up for lost time in the digital arena.

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Fourteen watchmaking houses will be sold through Net-A-Porter and Mr Porter, positioning the Richemont-owned retailers as one of the leading online destinations for fine watches.

### Watches & Wonders

For years, the watch and jewelry industry has famously avoided evolving into the digital age, focusing more on the in-store experience and ignoring customers' interest in shopping online. This has allowed multibrand retailers, whose digital experience is finely tuned, to help these brands join the digital revolution.

In 2018, Net-A-Porter launched its flagship jewelry store online, where it has brought in couture watch and jewelry brands, many of whom have never had a digital retail presence. The dedicated hub featured prestigious brands such as Cartier, Jaeger-LeCoultre, Piaget and Chopard along with heightened customer service elements to better cater to the high-net-worth shopper including a "try before you buy" service ([see story](#)).

Net-A-Porter has been the first wholesale placement for several luxury jewelers and watchmakers, including Piaget and Audemars Piguet ([see story](#)).

With the new Watches & Wonders partnership, Net-A-Porter will sell timepieces from Cartier, Hermès, Jaeger-LeCoultre, IWC Schaffhausen, Vacheron Constantin and Piaget. Mr Porter will sell timepieces from 13 brands, including Cartier, HYT and Panerai, and two new additions to the platform, Ulysse Nardin and Bovet.

Updates to the ecommerce sites elevate the partnership. Users can rely on improved size guides and improved filters to select watches by trend, occasion and other preferences.

Editorial content and curated products will also allow the retailers to digitally enliven Watches & Wonders. Digital

events, such as virtual one-to-one appointments and interactive Instagram Live conversations, will further engage shoppers who are more interested in luxury timepieces.

Some virtual events and small-scale offline activities will be exclusive to the retailers' EIP (Extremely Important Person).

The invite-only EIP designation is a means for Net-A-Porter and Mr Porter to reward their high-spending clients. These consumers get privileged perks, including a designated personal shopper, priority access to new arrivals, free shipping and invitations to events ([see story](#)).

#### Ecommerce push

Watches & Wonders first worked with Net-A-Porter and Mr Porter earlier this year through Tmall.

Through the Chinese ecommerce giant, Watches & Wonders offered a mix of digital experiences, including live-streaming. Shoppers can access the "Watches & Wonders" page through channels like brand flagship stores on Luxury Pavillion and the Net-A-Porter flagship store to discover novelties from brands and find out more about the history and art of fine watchmaking ([see story](#)).

Ecommerce investments have become even more important in light of the coronavirus pandemic, which forced the cancelation of the Watches & Wonders Geneva show.

In April, FHH launched an online platform with content and commerce from 30 participating watchmakers. The site delivers content on business trends, innovation, education and sustainable development for watch professionals and enthusiasts globally to share ideas and experiences ([see story](#)).

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