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Net-A-Porter, Mr Porter enter pre-owned timepiece space

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Net-A-Porter and Mr Porter's partnership with Watchfinder & Co. is the retailers' first venture into the pre-owned luxury timepiece world. Image credit: Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Online retailers Net-A-Porter and Mr Porter have partnered with pre-owned watch specialist Watchfinder & Co., marking the brands' first move into secondhand luxury watches.

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The partnership is bringing Watchfinder & Co. timepieces to Net-A-Porter and Mr Porter customers in the United States. The collection is introducing 15 new brands and 108 models, including limited editions and models from Bulgari, Hublot, Rolex and more.

"We are delighted to partner with Watchfinder & Co. on this great project," said Alison Loehnis, president of luxury and fashion at Net-A-Porter, Mr Porter and The Outnet, in a statement. "Having developed our curated fine watch offering over the past few years, this collaboration represents an important next step in offering our customers a wide selection of quality timepieces from the growing pre-owned watch market, while advancing our commitment to circularity and sustainability."

Time for pre-owned watches

Watchfinder & Co is bringing luxury brands such as Christian Dior, Franck Muller, Breguet, Omega, Patek Philippe and Tudor to Net-A-Porter and Mr Porter.

The watch specialist will have its own designated area on both retailers' websites to showcase its offerings and provide feedback from in-house watch specialists who can offer personalized recommendations. Personal shopping, virtual one-to-one shopping appointments, styling advice and access to invitation-only events will also be available.



Patek Philippe timepieces will be available as a result of the new partnership. Image credit: Patek Philippe

Another feature of the partnership includes Mr Porter's part-exchange service for customers in the U.K. and U.S. This service enables customers to trade in one or more timepieces to receive the value of the watch[es] as a Mr Porter store credit, which can be used to purchase anything on the Mr Porter site.

As part of Watchfinder & Co.'s mission and quality assurance, all its watches have been inspected, authenticated and prepared by its team of expert watchmakers. Each watch will also come with a 24-month Watchfinder & Co. warranty.

New York-based consumers can purchase and receive their chosen timepiece within hours due to Net-A-Porter and Mr Porter's same-day delivery service. Next-day delivery will be available for all other U.S. customers.

"The US is a hugely important market for us and this new partnership is a significant evolution for both our business and the Watchfinder brand, something which will further establish us as the premier resource for pre-owned timepieces," said Arjen van de Vall, CEO of Watchfinder & Co., in a statement. "In addition to the curated collection of pre-owned watches available to buy on both sites, the addition of our new part exchange service via Net-A-Porter and Mr Porter's personal shoppers will also allow their clients to more easily refresh their watch collections or spend that newly acquired credit in other Net-A-Porter and Mr Porter departments."

The partnership also serves as the online retailers' latest sustainability- and circularity- related effort.

In April, Net-A-Porter and Korean electronics and appliance brand LG marked a milestone in their sustainability-focused collaboration.

LG's #CareForWhatYouWear video campaign surpassed 100 million cumulative views worldwide after launching in fall 2020. As part of the effort, LG and Net-A-Porter collaborated on a sustainably-made capsule collection featuring exclusively machine washable apparel ([see story](#)).