

NET-A-PORTER AND MR PORTER PREDICT RISE IN LUXURY CUSTOMERS SELF-GIFTING FINE JEWELLERY AND WATCHES THIS HOLIDAY SEASON

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- Insights from global customer panel reveal two-thirds of luxury shoppers intend to treat themselves to exclusive items including high-end watches and fine jewellery over the festive period
- 60% of women and 70% of men would buy themselves a piece of fine jewellery or a luxury watch rather than wait to receive it as a gift
- 1 in 4 women intend to buy themselves a piece of fine jewellery or a fine watch in the coming weeks

Self-gifting of fine jewellery and watches is expected to reach new heights this holiday season amongst luxury customers according to leading luxury online retailers NET-A-PORTER and MR PORTER as they unveil their latest global research.

The survey of more than 2,600 luxury customers shows that while a third intend to start their gift shopping from this weekend, two-thirds intend to buy themselves something special over the festive period. Exclusive items of fine jewellery and watches are becoming increasingly popular self-gifting choices with 1 in 4 women intending to purchase a piece for themselves and more than 70% of men stating that they wouldn't hesitate to buy themselves a luxury watch rather than waiting to receive it as gift.

Millennials top the table of self-gifters with 70% planning to indulge over the festive period. The trend is increasing with a quarter of all customers saying they plan to spend more on themselves this year than last.

Anticipating customer demand, NET-A-PORTER and MR PORTER continue to expand their fine watch and jewellery offerings with a focus on expert curation, exclusive pieces and exceptional service.

NET-A PORTER is predicting that the most popular fine jewellery and watch pieces that customer may choose to buy themselves include statement diamond earrings and pieces with multi-coloured gemstones. For men, MR PORTER are predicting an increase in interest in highly exclusive luxury watches some of which are also accompanied by a highly sought after experience, such as a Roger Dubuis one-of-a-kind watch where a buyer will have the opportunity to have a behind-the-scenes view of its manufacture partnered with a Lamborghini driving experience through the Jura mountains.

NET-A-PORTER now carries over 60 fine jewellery and watch brands with recent additions including Vacheron Constantin and exclusive collections from De Grisogono. The category is now one of the fastest growing across the site. The introduction of NET-A-PORTER's global online destination for hard luxury – the Fine Jewellery and Watch Suite – has been a key sales driver, with customer engagement online increasing by 200% in the weeks following launch. The launch has also attracted a significant number of new customers to NET-A-PORTER, with over 35% of unique visitors to the Suite being new to the site.

Meanwhile MR PORTER's offering of luxury watch brands has grown to 20. Customers seeking expert advice on their timepiece purchase can now visit the Luxury Watch Guide which has significantly driven visitors to MR PORTER - over 55% of unique visitors to the Guide were new to the site. Watch aficionados can also visit the newly launched dedicated Instagram channel - [@mrporterwatches](#) - solely dedicated to luxury watches.

YOOX NET-A-PORTER GROUP

Alison Loehnis, President, NET-A-PORTER and MR PORTER, said: "While Cyber Weekend marks the start of holiday shopping for many, it is the perfect time for luxury customers to reward themselves with something special. We are seeing ever-increasing demand for fine jewellery and watches online and are constantly innovating to bring customers exemplary service and an unrivalled curation of the most desirable products."

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NOTES TO EDITOR

YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER GROUP is the world's leading online luxury fashion retailer. The Group is a Global company with Anglo-Italian roots, the result of a game-changing merger, which in October 2015, brought together YOOX GROUP and THE NET -A-PORTER GROUP; the two companies had revolutionized the luxury fashion industry since their birth in 2000.

YOOX NET-A-PORTER GROUP is a unique business with an unrivalled offering including multi-brand in-season online stores [NET-A-PORTER](#) and [MR PORTER](#), and multi-brand off-season online stores [YOOX](#) and [THE OUTNET](#), as well as numerous [ONLINE FLAGSHIP STORES](#), all "Powered by YNAP".

Uniquely positioned in the high growth online luxury sector, YOOX NET-A-PORTER GROUP has an unrivalled client base of more than 3 million high-spending customers generating around 1 billion visits worldwide. The Group has offices and operations in the United States, Europe, Middle East, Japan, China and Hong Kong and delivers to more than 180 countries around the world.

Since June 2018, the Group is subject to the management and coordination of Compagnie Financière Richemont S.A.

For further information: www.ynap.com

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