

# YOOX NET-A-PORTER GROUP

PRESS RELEASE

05 June 2019

## The Row launches first ever online store, powered by YOOXNET-A-PORTERGROUP

The Row is pleased to announce the launch of The Row's first ever online store, developed in partnership with the Online Flagship Stores division of YOOX NET-A-PORTER GROUP.

Allowing customers to browse and purchase the house's complete womenswear and menswear collections directly for the first time, [therow.com](http://therow.com) will offer a seamless experience in 69 countries around the world, including the UK, France and the US.

The Row distinguished its site with a streamlined navigation and bold, timeless design, creating a digital reflection of the brand. In addition, the site leverages YOOX NET-A-PORTER's unrivalled technology and logistics platform to ensure a premium customer journey; from purchase to delivery and customer care.

Catering for the brand's global customer-base, visitors to the platform can choose from six different languages as they click through The Row's complete collections, as well as a curated gallery of furniture, décor, and jewellery. Payments are accepted in six currencies via a number of payment options.

"Our partnership with YOOX NET-A-PORTER GROUP will allow us to have a direct dialogue with our customers on a global scale", states David Schulte President of The Row. "We have always had a consistent vision to only present our products in the most elevated environments possible and YOOX NET-A-PORTER's technological and logistical expertise will help us achieve this with our site".

Francesca Tranquilli, President – Online Flagship Stores, YOOX NET-A-PORTER GROUP, commented, "I have followed The Row closely since its launch in 2006 and have always appreciated the talent of its Creative Directors, which comes across so clearly in their collections and boutiques. When we first spoke about building an online store for their beautiful pieces, I knew it would be a unique undertaking requiring seamless collaboration and deep experience in online luxury. The end result is a true reflection of the house, echoing the simplicity and elegance that has become synonymous with The Row. We are pleased to welcome them to our growing Online Flagship Stores platform."

The new site launches with The Row's Pre-Fall 2019 collection, including the looks from the collection's look-book. The collection offers a range of heavy to light versatile fabrics and silhouettes keeping the brand's global and traveling customers in mind. The Row's menswear collection will shortly follow, available this July 2019.

For further information, visit: [www.ynap.com](http://www.ynap.com)

ENDS

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# YOOX NET-A-PORTER GROUP

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## NOTES TO EDITOR

### The Row

The Row, established in 2006 by Ashley Olsen and Mary-Kate Olsen, is named in reverence of London's Savile Row. The fashion house preserves the bespoke standards of exquisite fabrics, impeccable details and perfect silhouettes. The Row translates these values to its womenswear and menswear collections. Focusing on exceptional textures and precise tailoring, the house combines a timeless perspective with subtle attitudes which forms an irreverent classic signature. The Row's collections explore the strength of minimalistic shapes that speak to discretion and are based on understated basics of uncompromising quality.

For further information: [www.therow.com](http://www.therow.com)

Instagram: [@therow](https://www.instagram.com/therow)

### 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](http://www.ynap.com)

LinkedIn: [YOOX NET-A-PORTER GROUP](#) | Twitter: [@YNAP](#) | Instagram: [@YNAP](#)

### About therow.com

- The site will be available in six languages
  - English (US)
  - Italian
  - Japanese
  - Spanish
  - French
  - Chinese
- You can purchase in six currencies
  - EUR
  - USD
  - CAD
  - JPY

# YOOX NET-A-PORTER GROUP

- HKD
  - The Row's product will be shipped in the house's signature packaging
  - The Row's product will be available for purchase online via [therow.com](http://therow.com) in the following markets:
    - United States
    - Japan
    - Italy
    - United Kingdom
    - France
    - Germany
    - Spain
    - Mexico
    - Australia
    - Indonesia
    - Malaysia
    - New Zealand
    - Philippines
    - Singapore
    - South Korea
    - Taiwan
    - Thailand
    - Vietnam
    - Hong Kong
    - Macau
    - Albania
    - Austria
    - Bahrain
    - Belgium
- GBP
  - Bulgaria
  - Chile
  - Colombia
  - Croatia
  - Cyprus
  - Czech Republic
  - Denmark
  - Estonia
  - Finland
  - Greece
  - Holy See (Vatican City State)
  - Hungary
  - Iceland
  - Ireland
  - Israel
  - Latvia
  - Liechtenstein
  - Lithuania
  - Luxembourg
  - Malta
  - Moldova, Republic of
  - Monaco
  - Montenegro
  - Netherlands
  - Norway
  - Poland
  - Portugal
  - Romania
  - San Marino
  - Slovakia
  - Slovenia
  - Sweden
  - Switzerland
  - Ukraine
  - South Africa
  - Peru
  - Morocco
  - Lebanon
  - Kuwait
  - Tunisia
  - Turkey
  - Saudi Arabia
  - United Arab Emirates
  - Qatar
  - Canada