

NET-A-PORTER

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**WATCHES  
AND WONDERS**

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MR PORTER

**WATCHES AND WONDERS, MR PORTER AND NET-A-PORTER FURTHER  
DEVELOP THEIR STRATEGIC GLOBAL PARTNERSHIP WITH ENRICHED  
MULTILAYERED CUSTOMER CAMPAIGNS IN APRIL AND SEPTEMBER 2021**

**(GLOBAL) 7 April 2021** – MR PORTER and NET-A-PORTER are pleased to continue their partnership as the leading multi-brand online retailers of Watches and Wonders, a global concept that celebrates watchmaking excellence throughout the world, with the major event Watches and Wonders Geneva 2021 taking off today in a full digital edition on [watchesandwonders.com](https://watchesandwonders.com).

As the global style destinations for the world's most sought-after luxury watch brands and Maisons, MR PORTER and NET-A-PORTER are excited to embark on this new chapter of their second partnership with Watches and Wonders. Converging their growing luxury watch and jewellery communities, each brand will provide them with unparalleled access, expert selection and curation, exciting lifestyle and fashion content, and first-rate personalised services.

This year, the partnership takes on a two-phase journey integrating physical and digital events and campaigns, giving customers “first-to-market” access to the latest novelties as they launch.

**April – Enhanced digital access and customer experience**

Beginning today and in celebration of the event's launch, MR PORTER and NET-A-PORTER will offer immersive virtual activations, original content and enhanced shopping capabilities. They will engage, educate, and delight their global audiences by providing one-of-a-kind access and discovery, via the following touchpoints:

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- Exclusive virtual one-to-one shopping appointments for EIPs (Extremely Important Persons)
- In-depth reviews of the latest novelties and trends within MR PORTER's *The Journal*, NET-A-PORTER's *PORTER*, and across the brands' Instagram channels: [@mrporter](#), [@mrporterwatches](#), [@netaporter](#) [@portermagazine](#)
- Bespoke digital panels starring some of the watch industry's most influential players guided by NET-A-PORTER's Fine Jewellery and Watches Editor, Ms Charlie Boyd, and MR PORTER's Senior Watch Editor, Mr Chris Hall.
- First ever luxury watch *livestreaming format* across MR PORTER's and NET-A-PORTER's mobile apps, featuring a special episode of NET-A-PORTER's new Fine Jewellery and Watches dedicated series, "Fine Time"

**"First-To-Market" Novelty Access**

As the leading e-commerce partners of Watches and Wonders, MR PORTER and NET-A-PORTER will have "first-to-market" access in selling a curated selection of novelties from brands including *Cartier*, *IWC Schaffhausen*, *Panerai*, *Piaget*, and *Vacheron Constantin*; allowing customers to purchase these new pieces in realtime, during the event, and around the globe beginning on 7 April.

MR PORTER is pleased to showcase **one** novelty from each of the **11** participating Maisons: *Baume & Mercier*, *Cartier*, *IWC Schaffhausen*, *Jaeger-LeCoultre*, *Montblanc*, *Panerai*, *Piaget*, *Roger Dubuis*, and *Vacheron Constantin*, all currently available on MR PORTER, alongside offerings from two new brands: *Hermès* and *H. Moser & Cie*.

NET-A-PORTER is pleased to present **one** novelty from each of the **six** Maisons currently available on NET-A-PORTER including *Cartier*, *Hermès*, *IWC Schaffhausen*, *Jaeger-LeCoultre*, *Piaget* and *Vacheron Constantin*.

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**September – New season style and fashion meet the latest novelties**

NET-A-PORTER and MR PORTER will follow up their April activity with a second campaign in September 2021, displaying additional novelties and further celebrating the intersection of fine watches and their luxury style and fashion offering.

“Following last year’s successful partnership with Watches and Wonders, we are delighted to build upon our unique offering for 2021. Our proposition delivers exclusive ‘first-to-market’ shopping opportunities and enhanced digital engagement from across our global editorial and social channels, along with new livestreaming functionality on our NET-A-PORTER and MR PORTER apps, creating a truly one-of-a-kind and immersive discovery for this year’s event and campaign.”

- **Ms Alison Loehnis, President, NET-A-PORTER and MR PORTER**

“We are extremely happy to pursue this strategic partnership with MR PORTER and NET-A-PORTER, enabling us to extend even further the Watches and Wonders digital experience. It is a wonderful opportunity to share our passion of watchmaking with a new and knowledgeable clientele, giving them a privileged online access to exceptional timepieces.”

- **Mr Emmanuel Perrin, President, Fondation de la Haute Horlogerie**

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VISIT [MR PORTER](#) AND [NET-A-PORTER](#) TO VIEW THE  
WATCHES AND WONDERS CAMPAIGN

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ABOUT MR PORTER

Since launching in February 2011, MR PORTER has established itself as the world's leading, award-winning online destination for men's style, with an unparalleled product offering from the best menswear and luxury brands, including categories that range from fine watches and lifestyle through to own labels *Mr P.* and Kingsman.

MR PORTER produces unmatched digital and printed content across its shoppable online magazine, *The Journal*, and its bi-monthly newspaper, *The MR PORTER Post*.

In 2019, MR PORTER founded *MR PORTER Health In Mind*, a content and fundraising initiative in partnership with Movember, developed to raise awareness around men's mental and physical health.

MR PORTER offers express worldwide shipping to more than 180 countries, including same-day delivery to New York, London and Milan, while providing a seamless shopping experience across mobile, tablet and desktop, with easy returns and multi-lingual customer care and personal-shopping teams who are available 24/7, 365 days a year.

MR PORTER is part of YOOX NET-A-PORTER GROUP. For more information about MR PORTER and YOOX NET-A-PORTER GROUP visit [mrporter.com](http://mrporter.com) and [ynap.com](http://ynap.com).

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About NET-A-PORTER

NET-A-PORTER delivers incredible fashion for incredible women. As the world's leading luxury retailer with the most authoritative product edit globally, the site offers the ultimate curation of fashion from the most coveted designer brands, the most exceptional assortment of fine watches and precious jewelry, and more than 200 specialist beauty brands. Its discerning edit places special emphasis on highlighting the creativity and promise of the next generation of fashion talent via the Vanguard, a program for emerging brands. Consideration for environmental and social impact increasingly shapes the product offering, and the launch of the NET SUSTAIN platform, was created to showcase brands that place sustainability at the core of their product. Uniting content and commerce to deliver an immersive and inspiring customer experience, NET-A-PORTER speaks to a global community and features a dedicated editorial vertical with PORTER, which is renowned for its award-winning content featuring a diverse range of incredible women.

NET-A-PORTER champions unparalleled customer service offering express worldwide shipping to more than 170 countries including same or next-day delivery to the UK, US, Hong Kong, Germany, France, Australia and Singapore, a seamless shopping experience across all

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devices, luxurious packaging, easy returns and a multi-lingual customer care and personal shopping team that is available 24/7, 365 days a year. A pioneer of personal shopping and client relations services for the digital era in 2000, NET-A-PORTER continues to innovate and strengthen its offering, with virtual styling, invitation only digital exclusives, and a world class suite of specialized offers for EIPs, (Extremely Important People), the brand's most loyal and valuable customers. NET-A-PORTER is part of YOOX NET-A-PORTER GROUP.

Follow @NETAPORTER:

Instagram/Facebook/Twitter/Wechat/YouTube/Pinterest/Kakao/Weibo

For more information about NET-A-PORTER and YOOX NET-A-PORTER GROUP visit [net-a-porter.com](http://net-a-porter.com) and [ynap.com](http://ynap.com).

**ABOUT FONDATION DE LA HAUTE HORLOGERIE (FHH)**

A not-for-profit foundation set up under private law in 2005 by Audemars Piguet, Girard-Perregaux and Richemont, the objective of the FHH is to promote and spread the reputation of watchmaking excellence around the world. It provides information on the latest news, history and skills within the watchmaking professions. It trains, assesses and certifies horological knowledge. It organises large-scale events and encounters intended for both the general public and professionals. A creator of content, competencies, connections and experiences, the FHH is supported by 42 partner brands. Leading names in the watch industry and independent creators, all actively contribute to its activities.

**The 42 FHH partner brands**

A. Lange & Söhne, Armin Strom, Audemars Piguet, Bovet, Breitling, Bulgari, Carl F. Bucherer, Cartier, Chanel, Chopard, Christophe Claret, DeWitt, Ferdinand Berthoud, Girard-Perregaux, Greubel Forsey, Grönefeld, H. Moser & Cie., Hautlence, Hermès, IWC Schaffhausen, Jaeger-LeCoultre, Laurent Ferrier, Louis Moinet, Louis Vuitton, MB&F, Montblanc, Panerai, Parmigiani Fleurier, Piaget, Rebellion, Ressence, Richard Mille, Roger Dubuis, Romain Gauthier, Speake-Marin, TAG Heuer, Ulysse Nardin, Urwerk, Vacheron Constantin, Van Cleef & Arpels, Voutilainen, Zenith.

For more information about the FONDATION DE LA HAUTE HORLOGERIE, visit [hautehorlogerie.org](http://hautehorlogerie.org)

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## ABOUT WATCHES AND WONDERS

Watches and Wonders is a global concept that celebrates Fine Watchmaking throughout the world. It encompasses physical events (offline) and a digital platform (online) [watchesandwonders.com](http://watchesandwonders.com) launched in April 2020. This year, Watches and Wonders extends beyond bringing together the leading names in watchmaking worldwide for a *phygital* experience and strengthens its ecosystem through continued strategic partnerships. More than just a platform, a dynamic hub for the industry.

Watches and Wonders sets the standard for watch fairs, offering the world's leading retailers, journalists and VIP guests from around the world a level of service beyond compare. Watches and Wonders is a hallmark of excellence; a place for professionals to meet and be inspired, and for the public to learn more about, and marvel at, watchmaking and its countless wonders.

For more information about WATCHES AND WONDERS,  
Visit [www.watchesandwonders.com](http://www.watchesandwonders.com)

Follow @watchesandwonders: Instagram / Facebook / YouTube / LinkedIn / Wechat / Weibo

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