



VACHERON CONSTANTIN
GENÈVE

Vacheron Constantin on Tmall Luxury Pavilion
in China, NET-A-PORTER flagship store

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Overview

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About YOOX
NET-A-PORTER GROUP

October 2019 – The recent announcement by Richemont and Alibaba Group regarding the opening of the NET-A-PORTER flagship store on Tmall Luxury Pavilion in China, marks the debut of Vacheron Constantin, the Swiss Haute Horlogerie manufacturer with uninterrupted production for over 260 years, on the exclusive platform dedicated to the world's leading luxury and fashion brands.

The NET-A-PORTER flagship store is placed on the key position on Tmall Luxury Pavilion. For the occasion, Vacheron Constantin has introduced a limited edition of pair watches, combining technical achievements and the Maison's craftsmanship unique know-how. Through this NET-A-PORTER flagship, customers will benefit from an innovative, well-crafted digital luxury shopping experience, end-to-end from communications online, exclusive VIP rewards, speedy delivery, luxury packaging, to innovative digital certificate on the blockchain.

Laurent Perves, CMO of Vacheron Constantin said: *"Our Maison has been evolving by having the highest consideration for its clients and collectors. It has continuously offered the highest quality in terms of product but also in terms of service by answering their needs with innovative and bespoke projects. Our clients seek exclusivity and rarity. Partnering with NET-A-PORTER flagship store in China not only follows our values but also maintains an intimate relationship with our collectors by providing the very best customer experience and exclusive timepieces."*

Angela Au-Yeung, CDO of Vacheron Constantin said: *"The NET-A-PORTER offer on Tmall Luxury Pavilion is an opportunity for our Maison to address the specific needs from our local clientele. The experience we are aiming to offer through this partnership is not only digital or omni-channel, but fully complementary with our physical presence in the region. Our mission remains to fulfill the highest expectations of our digital savvy collectors"*.



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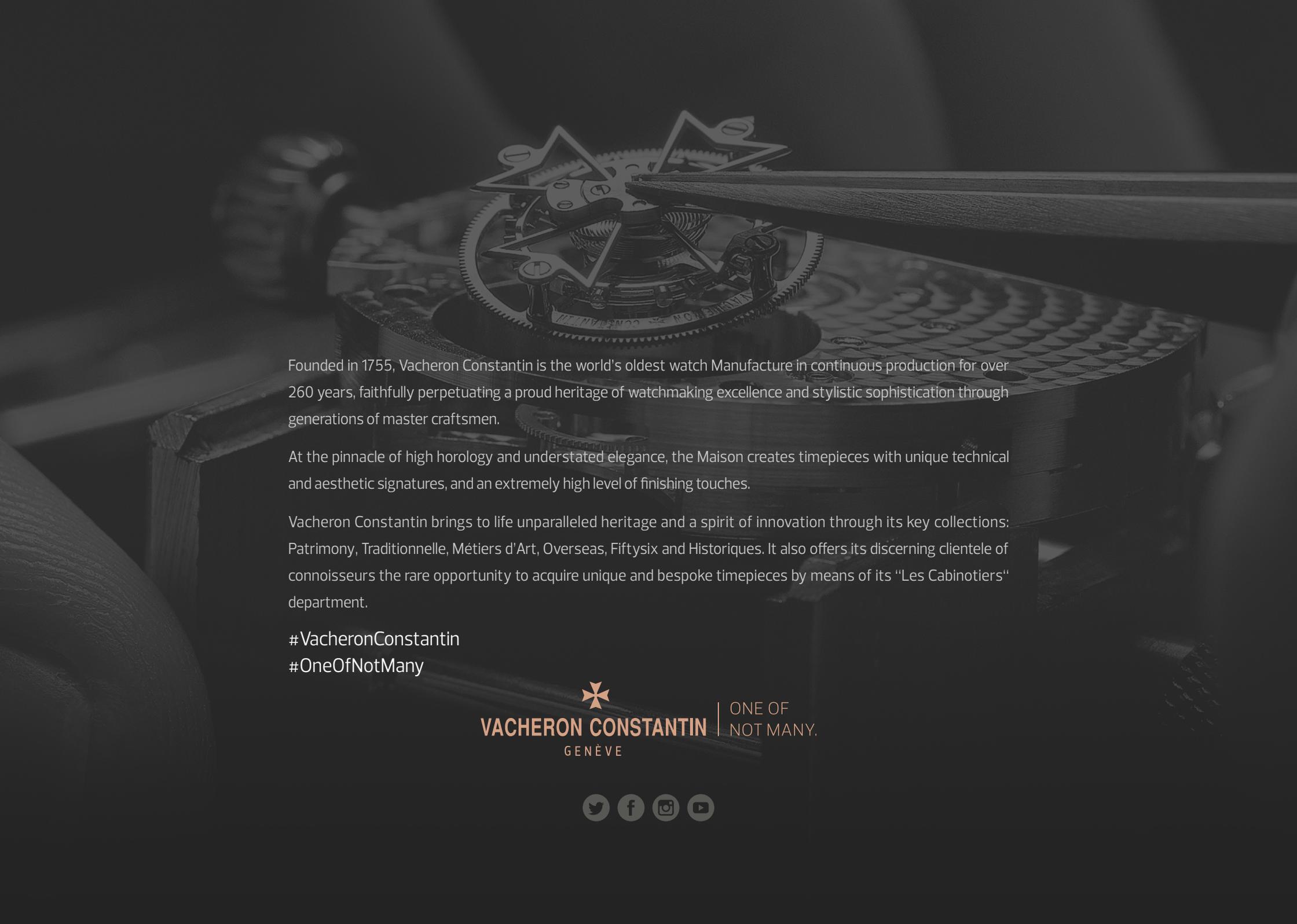
About YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER GROUP is the world leader in online luxury and fashion with over 3.5 million high-spending active customers in 180 countries. As pioneers in bringing together the realms of technology and luxury, YOOX NET-A-PORTER satisfies the most discerning clientele with expertly curated products from the best luxury brands, personalised end-to-end service, the latest technology and inspiring content, all shaped by nearly 20 years of insights into the modern luxury shopper.

YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER is uniquely positioned in the high-growth luxury e-commerce sector thanks to a focused business model that comprises a complete luxury retail ecosystem. The Group sells directly to customers globally through its own family of multi-brand online shops: NET-A-PORTER, MR PORTER, YOOX and THE OUTNET. The Group's Online Flagship Stores division partners with many leading luxury brands to power their own e-commerce destinations, including the next era of omnichannel solutions that blur the line between online shopping, mobility and the boutique.

YOOX
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Founded in 1755, Vacheron Constantin is the world's oldest watch Manufacture in continuous production for over 260 years, faithfully perpetuating a proud heritage of watchmaking excellence and stylistic sophistication through generations of master craftsmen.

At the pinnacle of high horology and understated elegance, the Maison creates timepieces with unique technical and aesthetic signatures, and an extremely high level of finishing touches.

Vacheron Constantin brings to life unparalleled heritage and a spirit of innovation through its key collections: Patrimony, Traditionnelle, Métiers d'Art, Overseas, Fiftysix and Historiques. It also offers its discerning clientele of connoisseurs the rare opportunity to acquire unique and bespoke timepieces by means of its "Les Cabinotiers" department.

#VacheronConstantin

#OneOfNotMany


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