

INTERNET

## Net-A-Porter set to launch spin-off menswear ecommerce destination

January 14, 2011



By ELIZABETH ZELESNY

British ecommerce Web site Net-A-Porter is launching a men's-only destination to build on a growing momentum of affluent, time-pressed male consumers.

[Sign up now](#)

**Luxury Daily**

The stand-alone Web site will include apparel, shoes, accessories and style advice. Mr. Porter will sell apparel, shoes and accessories from 80 upscale brands, including Burberry, Lanvin, Yves Saint Laurent and Ralph Lauren.

"One of the prevailing commerce trends that are being reported on concerns the business goals of eCommerce and retail executives to better personalize their products & services for their customers," said Errol Apostolopoulos, head of innovation strategy and marketing at Optaros, Inc., Boston, MA.

**Net-A-Porter** offers products from more than 33 high-end brands that ship to 170 countries. These brands include Jimmy Choo, Alexander McQueen, Stella McCartney and Yves Saint Laurent.

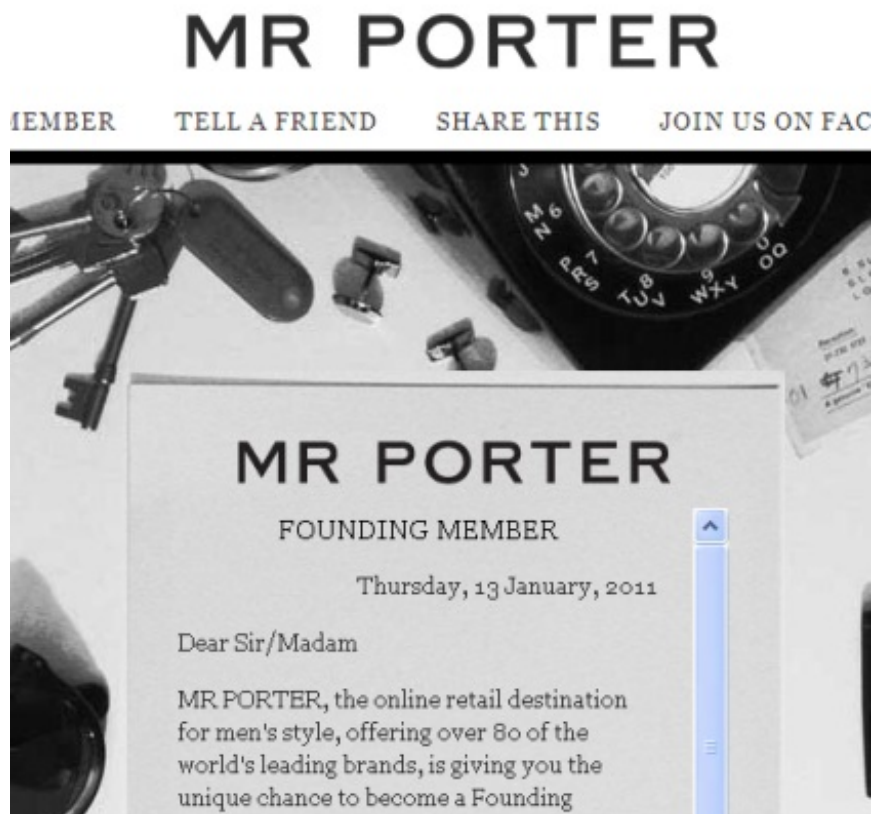
The **Web site** will launch for the Spring/Summer 2011 season.

The luxury ecommerce Web site Net-A-Porter is considered to be the first to introduce high-end designer items available for purchase at the click of a mouse.

Mr. Porter is considered to be the first global shopping destination of its kind.

Become a founding member

To become a founding member of Mr. Porter, consumers can apply online at <http://www.mrporter.com/> and take advantage of exclusive benefits.



*Screengrab of Mr. Porter homepage*

These benefits include access to the Web site before it launches to the public and complimentary shipping for all purchases during this period.

Affluents will also have access to exclusive seasonal previews and a personal shopper team for style advice.

Founding members can enter details of at least one friend and Mr. Porter will contact them about becoming a member.

Consumers can also connect to Facebook and Twitter to let friends know about their membership status and invited friends and followers to take advantage of this unique opportunity.

Style-hungry man

Men are paying more attention to their wardrobes and luxury brands should take note.

While personal shoppers have been around for years, there is a growing trend of men reaching out to personal shoppers and personal shopping services for style advice.

Upscale department stores such as Saks Fifth Avenue and Neiman Marcus provide affluent consumers with personal shoppers.

Providing this type of service on Mr. Porter will help this ecommerce Web site stand out.

"This pursuit makes sense because for years studies have shown that men shop differently than women," Mr. Apostolopoulos said. "Therefore, it stands to reason that customer experiences and marketing campaigns can be developed more effectively for men by focusing on their personalized tastes and behavioral patterns.

"As such, brands will be able to clearly add value to their own bottom lines by taking advantage of the insights gathered and equally as important by targeting marketing campaigns to drive male customers to their men's-only merchandise," he said.

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.