

MOBILE

## Net-A-Porter spurs fall purchases via mobile trend report

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*Folk style curated by Net-A-Porter*

By JEN KING

British online retailer Net-A-Porter is helping readers of New York magazine's The Cut "reboot" their wardrobes for fall through a mobile banner advertisement.

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**Luxury Daily**

As the banner ad rotates on the reader's screen, different outfits are shown to give an idea of Net-A-Porter's offerings and what styles are in fashion for the upcoming season. With many consumers updating their closets, Net-A-Porter may see a high amount of click-throughs due to its seasonal approach.

"The timing of the ads and the messaging is perfect to get consumers to click-through," said Gay Gabrilska, vice president of media at [Hipcricket](#), Bellevue, WA. "As the summer draws to an end, most of us are thinking about the transition from shorts and t-shirts to jeans, boots, and jackets."

"As a consumer the idea of a "reboot" makes me believe there is something I will learn after the click about how I can bring in some old and spruce it up with some new without breaking the bank," she said.

Ms. Gabrilska is not affiliated with Net-A-Porter, but agreed to comment as an industry

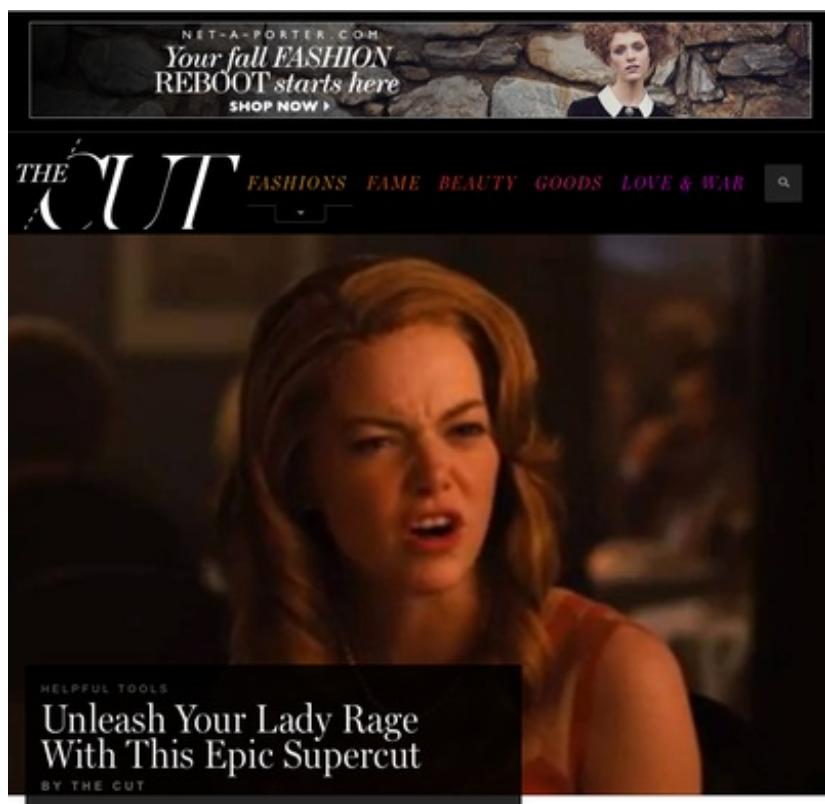
expert.

Net-A-Porter was unable to respond directly before press deadline.

### Style reboot

With the attention of many readers on The Cut focused on the blog's coverage of the spring/summer 2015 fashion shows during the last month, Net-A-Porter is aiming to capitalize on the here and now.

Positioned on the top of The Cut's main page as well as the fashion section, Net-A-Porter's banner ad is likely to stand out due to its rotating imagery and provoking text. The ad's text includes Net-A-Porter's Web address and copy that reads "Your fall fashion reboot starts here" with a "shop now" prompt.



*Net-A-Porter's banner ad as seen on The Cut*

Although the fashion coverage of leading publications may be focused on what is ahead for apparel and accessories in spring and summer of 2015, readers may be more inclined to want to browse items that will fit into their current closet.

A click-through lands on Net-A-Porter's "Trend Report FW14" page. Here, the consumer can pick from 10 style options appropriate for fall/winter 2014. Trends included in Net-A-Porter's report includes looks such as "Military rules," "Dark romance," "The fuzz" and "The new minimal."

The screenshot shows the Net-A-Porter homepage with the "TREND REPORT FW14" banner at the top. The banner features ten small images of models in various outfits, each labeled with a style name: "Military rulers," "60's spin," "Nostalgia spirit...," "Winter white," "Fairy-tale heroine," "Dark romance," "Folk story," "The fuzz," "Lace layering," and "The new minimal." Below the banner is a navigation bar with categories like WHAT'S NEW, DESIGNERS, CLOTHING, BAGS, SHOES, ACCESSORIES, LINGERIE, SPORT, BEAUTY, and THE EDIT.

### *Net-A-Porter's Trend Report fall/winter 2014 styles*

Similarly to a fashion publication's trend pieces, Net-A-Porter gives a brief description of each of the 10 looks. For each style profile, Net-A-Porter includes an image of the banner ad's model wearing an on-trend outfit, a blurb about what pieces to buy and from what brands alongside corresponding photos from fall/winter 2014 fashion shows.

For example, in "Folk story," Net-A-Porter highlights an outfit by Etro worn with Brian Atwood boots on its model. The blurb and runway photographs both reference Burberry Prorsum's hand-painted sheepskin coat and Etro's embroidered gilet.

The screenshot shows the "Folk STORY" style profile from the Net-A-Porter Trend Report FW14. It includes a large image of a model in a patterned dress, a blurb about the trend, and a runway photo of models in folk-style clothing.

**Folk STORY**

If you buy one thing this season, make it a peasant dress – especially as the '70s folk trend is set to continue into next season. Couture craftsmanship is the essence of this bohemian look, from Etro's embroidered gilet to Burberry Prorsum's hand-painted sheepskin coat. Decorative details and artisanal accessories should hint at nomadic travels – make tapestry bags and suede knee-high boots your go-to.

### *Style description of Net-A-Porter's Folk story*

"Seventy percent of consumers use a mobile phone in a retail store to research and accompany their shopping experiences," Ms. Gabrilksa said. "This has pushed retailers to innovate their cross-channel marketing strategies and in turn, it has spawned a slew of new digital marketing services that are engaging to shoppers in new ways."

"The goal for retailers who are embracing the mobile channel is to find a way make it easy for consumers to discover new product and walk them seamlessly down the path-to-purchase," she said. By "showrooming" 10 styles Net-A-Porter is able to lure customers in by piquing their interest in either a particular style or designer.

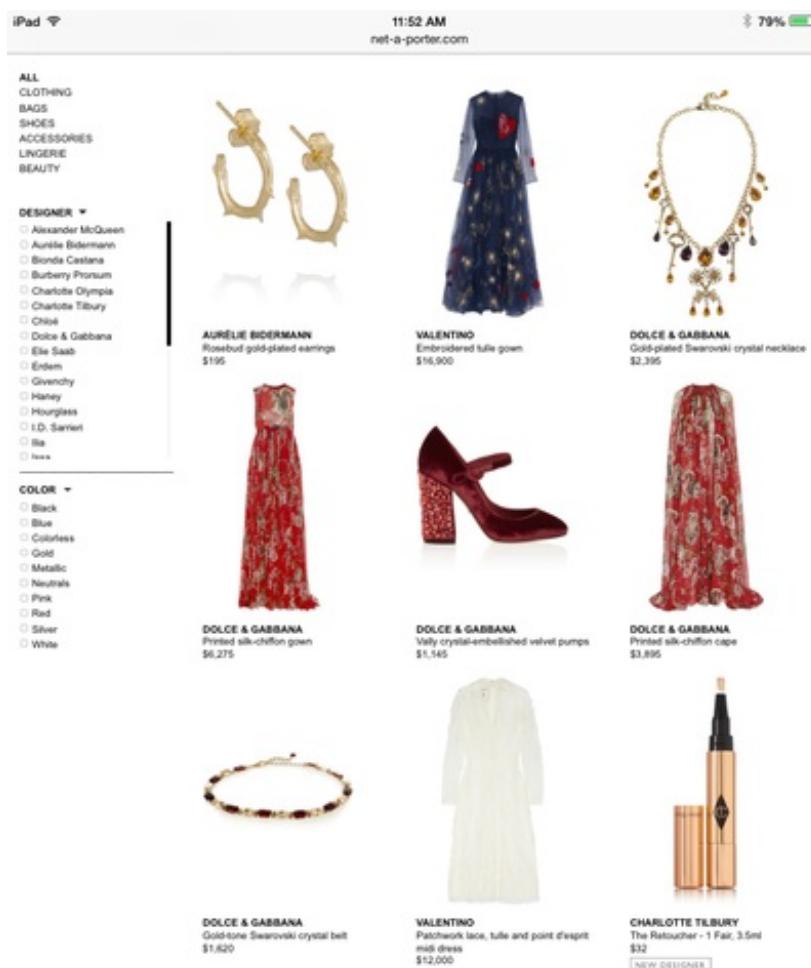
"Net-A-Porter understands that the key reason for buying online for many consumers is

being able to shop whenever it's convenient to them, while still feeling like they are receiving the same experience as walking in to a store."

Unlike a traditional trend piece found in a magazine, Net-A-Porter, given its retail stance, allows for direct ecommerce that is on trend with the selected theme.

For "Fairy tale heroine," a look the evokes Grimm's fairy tales and explored by Valentino, Alexander McQueen and Dolce & Gabbana, Net-A-Porter included an ecommerce look book with pieces from the aforementioned labels in addition to Burberry, Miu Miu and Lanvin.

Each of the pieces, ranging from gowns to earrings, in the featured style have something in common as well. Reds, gold, jewels and baroque touches are seen throughout to transport the consumer to a romanticized fairy tale setting.



### *Net-A-Porter's Fairy tale heroine ecommerce section*

When an item is selected for a detailed view, Net-A-Porter continues to help consumers navigate this year's fall trends by including a "How to wear it section." Also, a "You may also like" section found at the bottom of the consumer's device screen shows products that are similar and on-trend for the season.

Net-A-Porter has been motivating readers on The Cut to start thinking about fall fashions since before summer's end.

In August, the retailer helped affluent consumers transition their wardrobes from summer

to fall quickly with a limited-time, free next-day shipping promotion.

As many consumers look to purchase new pieces for the upcoming season, the wait time to receive packages can put a damper on being the first to wear apparel from the latest fall collections ([see story](#)).

### Click happy

Net-A-Porter's campaign for fall fashions, accessed through its mobile banner ad on The Cut, supports the brand's reasoning that seamless ecommerce with stylized content.

As an online-only retailer, Net-A-Porter seeks to smooth out every aspect of the customer experience. And, just as the in-store presence is meticulously conceived, the online experience must enable seamless transactions.

This means that brands should flesh out product pages with plenty of images and information, introduce the many payment options used around the world on check-out pages, cut down the number of clicks needed to buy, treat homepages like storefronts and improve the unseen but essential logistical elements ([see story](#)).

The newsy feel of this mobile ad's landing page will result in consumers spending more time on Net-A-Porter, even if a sale does not occur.

"It's no secret that the use of tablets and smartphones are growing at an alarming rate, especially when it comes to how consumers are discovering and purchasing products online," Ms. Gabrlska said.

"This requires brands to take in to account different form factors/screens as they roll out their mobile campaigns and landing pages," she said. "Images and content can quickly become compromised if brands don't think about the impact on display and the call to action across various screen sizes."

### Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/80X0TWcGvPo](https://www.youtube.com/embed/80X0TWcGvPo)

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