

COMMERCE

## Net-A-Porter adds 24/7 concierge to Hamptons delivery program

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*Promotional image for Net-A-Porter premier delivery service*

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By STAFF REPORTS

Online retailer Net-A-Porter has expanded its same-day shipping services to consumers vacationing on the East End of Long Island, New York.

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Each summer, Net-A-Porter increases the radius of its same-day shipping option to include The Hamptons and other East End hamlets as New Yorkers leave the crowded city for summer fun and relaxation. Net-A-Porter may see a surge in last minute purchases as consumers attend summer events and parties thrown in the area.

### Special delivery

From June to September, Net-A-Porter offers complimentary same-day shipping to The Hamptons.

Products ordered through the ecommerce site will be delivered with arrival times between 5 p.m. and 9 p.m. that evening. Mr Porter, Net-A-Porter's men's retailer, is also offering the same program.

New to this year's shipping extension is a Hamptons Concierge. Consumers can call the Net-A-Porter concierge 24/7 while staying on the East End for expert advice on summer

attire and accessories, gifts for hosts and hostesses and even which sunscreen works best.



*Net-A-Porter promotional image for Hamptons delivery service*

Net-A-Porter regularly targets the Hamptons during the summer to capitalize on the influx of affluent consumers.

For instance, in 2013 Net-A-Porter boasted its same-day delivery service for customers in the Hamptons through out-of-home advertising on plane banners that flew over the area.

The retailer partnered with Standard Hotels' private air charter service StndAIR to make same-day delivery possible. Net-A-Porter likely caught the attention of Hamptons-goers by flying a banner on a plane around the area ([see story](#)).

Net-A-Porter has also teamed with brands to help consumers embrace the summer in the Hamptons mindset.

In 2014, Net-A-Porter teamed up with Calvin Klein Collection to offer consumers a line of Hamptons-inspired ready-to-wear.

The exclusive collection primarily included dresses that maintain the simple elegance of Calvin Klein designer Francisco Costa's aesthetic. For consumers that attended a number of evening events throughout the summer, the collection was likely appealing ([see story](#)).

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