

MOBILE

Net-A-Porter makes shopping more social by expanding mobile app

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Net-A-Porter's The Net Set

By STAFF REPORTS

Online retailer Net-A-Porter is feting the opening of its social shopping application to the public with a fitting personality-driven campaign.

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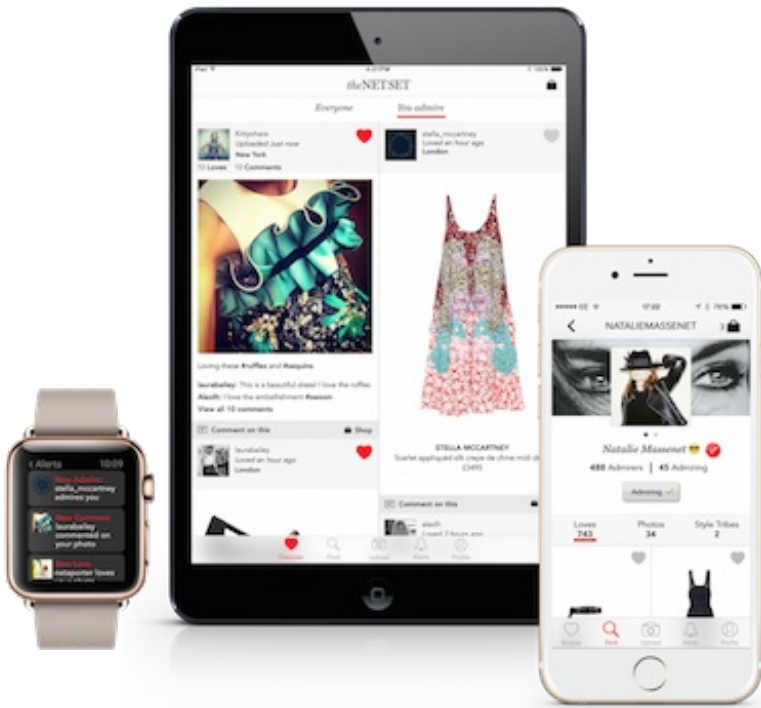
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The Net Set officially launched in April but was invitation-only until now. While this public launch makes the app less exclusive, it ensures a continuing and growing conversation within the space as more users join.

Adding perspective

The Net Set is available for iPhone, iPad and the Apple Watch. This represents the first time the retailer is joining its social media and shopping community in the same platform.

This app enables designers, brands, fashion personalities and consumers to interact with each other in real-time, sharing inspirations and their own senses of style in a two-way dialogue. On the app, consumers will be able to scroll through a feed of trending fashion items from around the world, give friends advice on purchases and recommend merchandise, share images, interact with style icons and view personalized “love lists” ([see story](#)).



The Net Set

At its launch in May, most marketing was centered on the exclusive nature of being among those with an invite code. This included a single released on iTunes, a take on the 1964 Dobie Gray track “The ‘In’ Crowd” ([see story](#)).

To re-introduce the app now that it has a wider audience, Net-A-Porter introduced a posse from The Net Set’s handpicked Style Council in its online magazine The Edit.

On the cover of the issue are blogger Nicole Warne, model Chloe Norgaard, model and socialite Poppy Delevingne, art director and model Julia Restoin Roitfeld and model and writer Laura Bailey. For each woman profiled, the article breaks down their social following, style tribe, style icon and favorite outfit, giving consumers a better understanding of who to follow on the app to act as their style guru.

A three-minute shoppable video delves deeper into what makes each member of the fivesome tick. Ms. Delevingne exposes her early phobia of buttons, while Ms. Warne talks of her combatting of bullies through bold standout prints.

Embedded Video: <https://www.youtube.com/embed/VAQ2cIUytjA>

The Net Set’s Poppy Delevingne, Laura Bailey and Co on Selfies, Fears & Fashion Mistakes

The conversation continues on both Net-A-Porter’s main social channels and the retailer’s specially created The Net Set accounts. A dedicated Net Set YouTube includes a longer interview with Ms. Delevingne, the founder of the bohemian tribe on the app.

Following opening the app up to the public, Net-A-Porter came under fire from some for a lack of diversity among its style council, according to [Racked](#). Of the 16 members, only one is of color, causing reactions from its social audience, which said it would have

wished for more varied representation that reflects the store's consumer base.

As the app develops, Net-A-Porter will have the opportunity to factor in positive and negative comments from its now larger audience to make the experience more universally rewarding.

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