

COMMERCE

Marni explores brand ethos via Net-A-Porter capsule

September 25, 2015



Marni capsule for Net-A-Porter

By STAFF REPORTS

British online retailer Net-A-Porter is embracing '70s style with an exclusive capsule of shearling garments designed by Italian fashion label Marni.

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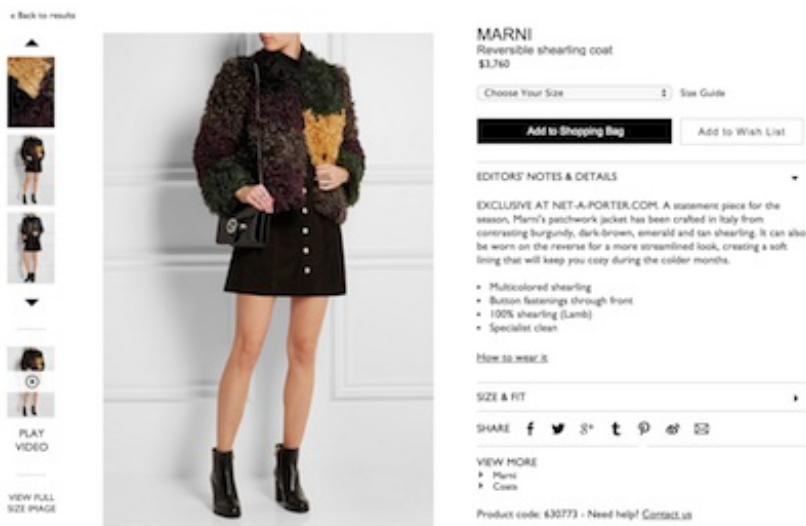
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Net-A-Porter offers its consumers a number of capsule collections throughout the year, as luxury brands have seen success in sharing limited-edition lines with the online retailer's audience. The retailer's ecommerce platform has served as a venue for luxury houses that do not have brand-operated selling points online to test the waters.

Shear bliss

Marni creative director Consuelo Castiglioni is known for his "refreshing and unconstrained approach to color, texture and proportion" and the capsule designed for Net-A-Porter upkeeps the aesthetic of the brand.

Within the exclusive capsule of shearling garments there is a knee-length coat, a sleeveless filet, collarless cropped jackets in two different colors and an asymmetrical oversized collar. Designed specifically for Net-A-Porter, the line is described as a "must-have" for fall 2015, which will likely up fashion-savvy consumers' interest in the line.



Marni shearling coat on Net-A-Porter's Web site

Ranging in price from \$2,780 to \$6,550, the outerwear edit uses soft graphic cuts to create an elongated and fluid silhouette while long-haired shearling adds texture. As with all Marni garments the Net-A-Porter collection underscores the brand's structured elegance and balanced volumes.

Playing off the pre-fall 2015 collection, the pieces pay homage to Marni's leather work through a new interpretation of the material, offering brand enthusiasts an unexpected twist on the label's design aesthetic. This twist comes as Marni celebrates its 20th anniversary ([see story](#)).

Net-A-Porter also sells an assortment of Marni ready-to-wear pieces and accessories such as jewelry, handbags and shoes.

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