

COMMERCE

Net-A-Porter preps consumers for the slopes with ski shop

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Net-A-Porter ski shop promotional image

By STAFF REPORTS

Online retailer Net-A-Porter is bringing its sport vertical to the slopes with the opening of a dedicated ski shop.

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Net-A-Sporter's ski shop will carry labels such as Fendi and Chlo from Oct. 21, allowing consumers to perfect their looks for gliding downhill or aprs ski. Catering to consumers' needs of fashionable attire for all occasions may help Net-A-Porter get additional business from customers.

Hitting the slopes

Net-A-Porter recently launched its Net-A-Sporter activewear offerings with an email and social campaign, as well as online display ads.

Prior to the launch of Net-A-Sporter, the retailer carried activewear from a number of designers, but this will see an expansion of merchandise, representing more sports and activities. Through this, Net-A-Porter will serve as a more well-rounded clothing destination, allowing its consumers to turn to the retailer for fashion-forward gear ([see story](#)).

One of the lines covered by Net-A-Sporter will be British footwear and accessories label Jimmy Choo's collaboration with Moon Boot. The brand is bringing its luxe appeal to the Italian shoe brand with a limited-edition collection in materials such as shearling and fox fur ([see story](#)).

Outerwear from Fulsap and Perfect Moment blends practicality with attractive designs, while Fendi and Chlo have both created exclusive capsules for the retailer.



Chlo skiwear for Net-A-Porter

Chlo is also premiering its snow 2015 collection on its channels, sharing a series of photos of snowboarder Veronika Heilbrunner wearing the knitwear and parkas from the line in traditional winter destinations, such as Courchevel, St. Moritz and Zugspitze.

Last winter, a number of luxury brands reached out to their customers while they were away on vacation with new boutiques within ski resort Courchevel in France.

Chanel, Buccellati and others highlighted their latest collections with temporary stores, aimed at capturing the audience only while skiing was in season. Courchevel draws an affluent crowd, making it an ideal place for luxury brands to sell ([see story](#)).

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