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Net-A-Porter just adds sole for spring footwear effort

February 29, 2016



Karolina Kurkova for Net-A-Porter, footwear spring/summer 2016

By STAFF REPORTS

Online retailer Net-A-Porter is dressing from the feet up in a social video meant to support its spring/summer 2016 footwear offerings.

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Described as "every shoe you need in your closet," Net-A-Porter's campaign stars model Karolina Kurkova as she candidly dances in different ensembles in her bedroom, with her footwear as the focal point. As a retailer, Net-A-Porter must generate captivating and memorable creatives to entice consumers to shop its collections rather than buying directly from the monobranders carried on its Web site.

Shoes for days

Net-A-Porter's video begins with Ms. Kurkova standing in a towel with her cell phone in one hand as she selects a song from her playlist. Her selected song, "Do That" by KK, begins to play and Ms Kurkova cycles through a number of outfits while she dances to the beat.

Throughout the video Ms. Kurkova is seen wearing creepers, horse-bit loafers, strappy sandals and slide ons, peep-toe mules, stilettos and ballerina flats. Her outfit choices also range in styles from a long-hemmed pencil skirt and a gold sequin mini dress to a maxi dress and silk pajamas.

At the end of the video, Ms. Kurkova waves at the camera and the scene fades to black to show Net-A-Porter's logo and a prompt to "shop the shoes of the season" on its Web site. For the campaign, Net-A-Porter is also pushing the use of the hashtag #JustAddSole.

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Dress From The Feet Up with Karolina Kurkova Dress from the feet up! Presenting every shoe you need in your closet now #justaddsole

Posted by **NET-A-PORTER** on Thursday, February 25, 2016

On the retailer's Instagram account, Net-A-Porter is using the From the Feet Up video to celebrate its 2 million follower achievement. To thank its Instagram followers, Net-A-Porter is giving consumers the chance to win a 2,000,

or \$2,772, shoe shopping spree.

To enter, Net-A-Porter is asking consumers to share a photo inspired by footwear and tag the image with @NetAPorter and the hashtags #NetAPorter and #JustAddSole. Net-A-Porter suggests that the submitted image can be a new favorite or an "ultra-covetable collection," to help inspire its followers.

Net-A-Porter's sibling company, Mr Porter is also celebrating a milestone occasion. The menswear retailer is taking its birthday presents into its own hands with the launch of a special collection for its fifth year in business.

Eighteen of the retailer's favorite labels, including Berluti and John Lobb, have created some of the retailer's most beloved items especially for the occasion in the brand's preferred color palette of black, white and grey. One of the main strengths of Mr Porter and sister site Net-A-Porter is exclusive items, making this collection a fitting tribute to five years ([see story](#)).

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