

INTERNET

Net-A-Porter solves wardrobe dilemmas with style solutions

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Image from Net-A-Porter's "I Have Nothing To Wear" campaign

By SARAH JONES

Online retailer Net-A-Porter is appealing to consumers struggling with styling conundrums with the launch of a curated edit of fashion items.

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The ecommerce platform's "I Have Nothing To Wear" plays off the classic cry of fashionistas unsatisfied with the offerings of their existing wardrobes, inviting consumers to shop from new season merchandise to get out of their style rut. Highlighting specific fashions through features such as this enables Net-A-Porter to merchandise its Web site, much like a bricks-and-mortar retailer would organize a sales floor.

"Curated photos inspire browsers to buy," said Juliet Carnoy, marketing manager at [Pixlee](#), San Francisco. "They also help shoppers discover products organically and increase average order value."

Ms. Carnoy is not affiliated with Net-A-Porter, but agreed to comment as an industry expert.

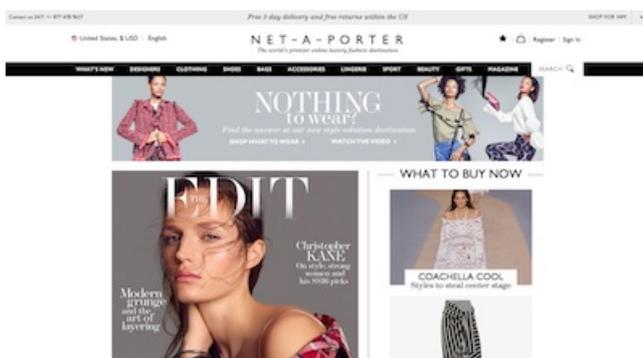
[Net-A-Porter](#) was unable to comment directly before press deadline.

Styling consultation

Net-A-Porter's campaign debuted across its social channels, as well as on its Web site.

On the ecommerce site, the campaign is running in the banner position of the homepage. Large text reads, "Nothing to wear?" and a follow-up line tells them the answer lies in a new shopping destination of its site.

From the banner, consumers can navigate directly to the ecommerce edit or watch a video.



Screenshot of Net-A-Porter homepage

The one-minute film features model Malaika Firth dancing across the screen wearing a series of diverse looks. She first appears in a t-shirt and jeans, walking off screen as she shrugs at the thought of having a closet that is out of options.

She reappears popping up from the bottom of the screen wearing a series of casual outfits, including a peasant blouse, a ruffled top with jeans and a mini skirt and anorak combination.

Ms. Firth rapidly switches between other high fashion looks, including everything from a feathered camisole and evening gowns to work-appropriate wear. Through video editing, the model leaps in one ensemble and reaches the ground in another or sports a different look on two sides of the same frame.

I Have Nothing to Wear / Net-A-Porter.com

When consumers click-through to the style edit, they are presented with multiple categories to browse by. These include apparel, accessories and footwear ideas for a date, an event, the weekend or for work.

Designers featured vary from Burberry to McQueen, Balmain to Gucci.

The edit may help consumers pick out items from labels they may not have been familiar with previously. In addition to popular brands, the curated selection also picks pieces from smaller jewelers and designers.

On social media, Net-A-Porter encourages consumers to share their own purchases with the hashtag #FoundItAtNetAPorter, a departure from its usual tag #TheNetSet.

"It's a great start that Net-A-Porter is encouraging real customers to post stylized photos of themselves on social media wearing clothing that they bought on the site," Ms. Carnoy said. "This will inspire purchase and increase brand reach online.

Curated content

Earlier this year, Net-A-Porter dressed from the feet up in a social video meant to support its spring/summer 2016 footwear offerings.

Described as "every shoe you need in your closet," Net-A-Porter's campaign starred model Karolina Kurkova as she candidly danced 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 monobrand carriers on its Web site ([see story](#)).

Net-A-Porter's business model centers on delivering editorial features and curated shopping.

Last year, the retailer increased its mobile efforts with the launch of two applications that blend content with commerce.

Net-A-Porter's digital magazine The Edit has a new shoppable app, while a social shopping network from the retailer, called The Net Set, debuted around the same time. For Net-A-Porter's digital-savvy audience, these mobile apps give consumers more ways and choices of how to interact and shop ([see story](#)).

Making connections between social content and commerce can help retailers drive sales.

"One of the ways that the brand could further enhance its campaign would be to create a shoppable Instagram gallery, where Net-a-Porter could actually tag its products directly in these real customer photos to make it easier for browsers to 'shop the look' in one click," Ms. Carnoy said. "In an attempt to make their marketing more authentic, more and more we see ecommerce brands collaborating with customers to build a stronger brand lifestyle and to scale content creation at a low-cost."