

INTERNET

## Net-A-Porter taps Alessandro Michele's growing popularity for one-off line

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*Net-A-Porter promotional image for the Gucci capsule*

By STAFF REPORTS

Online retailer Net-A-Porter is adding Gucci's Alessandro Michele to its long list of brand collaborators.

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Mr. Michele has created a 20-piece, one-off collection to be sold by Net-A-Porter. Since Mr. Michele took the reins at the fashion label last year, the online retailer now counts Gucci as one of its top three brands, making the capsule a reflection of Net-A-Porter consumers' interest in and demand for his designs.

### Gotta Gucci

The Gucci collection will officially launch on May 12, but consumers can pre-register on Net-A-Porter's Web site to be the first to shop. The capsule will be promoted with social media pushes by both the retailer and the Italian fashion house.

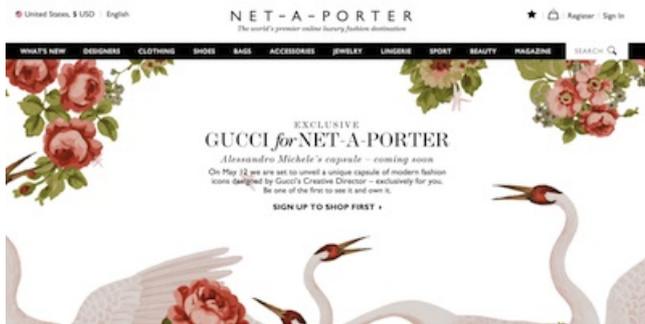
For the capsule, Mr. Michele designed an exclusive rose print and updated Gucci's Heron print in red. Per [WWD](#), the rose print will be featured on a reversible cardigan, two sizes of Dionysus handbags, mules, a high heel and the Ace sneaker while the Heron print was used for a sweatshirt.

To notify its community of the upcoming collaboration, Net-A-Porter is sharing a video clip of the roses growing into the frame's center while a milk snake slithers around the announcement text.

Additional pieces in the capsule include a scarf blouse with pearl GG buttons and a pleated skirt. The capsule will range in price from \$270 for a printed iPhone 6 case to \$5,300 for a silk-blend organza gown.

To separate Gucci's mainline collections from the Net-A-Porter capsule, the online exclusive will boast its own label.

Speaking to [WWD](#), president of Net-A-Porter and Mr Porter, Alison Loehnis said, "[The collaboration] is an opportunity to address in a bespoke way what consumers are looking for from a product standpoint.



*Gucci for Net-A-Porter on Net-A-Porter's Web site*

"For the Gucci devotee this is a wonderful way to get further into the brand," she said. "But it is also a really terrific way to introduce a brand to a customer that hasn't bought it before."

It is this tactic that U.S. jewelry brand Tiffany & Co. is betting on for its collaboration with Net-A-Porter.

Tiffany & Co. selected Net-A-Porter as its exclusive ecommerce partner, allowing its jewelry to be sold on the retailer's site for a limited time.

As of April 27, consumers have the opportunity to purchase select Tiffany designs from Net-A-Porter. The partnership is unprecedented for Tiffany, as Net-A-Porter is now the only authorized online seller beyond the jeweler's monobrand Web site ([see story](#)).

Likewise, Net-A-Porter has served as the ecommerce test ground for brands that have infamously shied away from online selling.

For example, French fashion house Chanel took steps toward its own ecommerce platform with a shop-in-shop on online retailer Net-A-Porter's site.

Coco Crush, a six-piece fine jewelry collection, launched online prior to being in-store. The soft opening of ecommerce through Net-A-Porter likely offered Chanel insights to its consumer's willingness to buy online ([see story](#)).