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Net-A-Porter fetes social shopping after Net Set's inaugural year

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Net-A-Porter's The NetSet

By JEN KING

Online retailer Net-A-Porter is celebrating the first anniversary of its social shopping network The Net Set with the launch of exclusive in-application features.

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The Net Set was launched in May 2015 for Apple devices, including Apple Watch, giving users a platform that merges social media, fashion and shopping in a single app. Through the Net Set app, Net-A-Porter's consumers are linked to fashion personalities, curators, designers and brands in real-time while labels can actively manage a social dialogue and relationship with users.

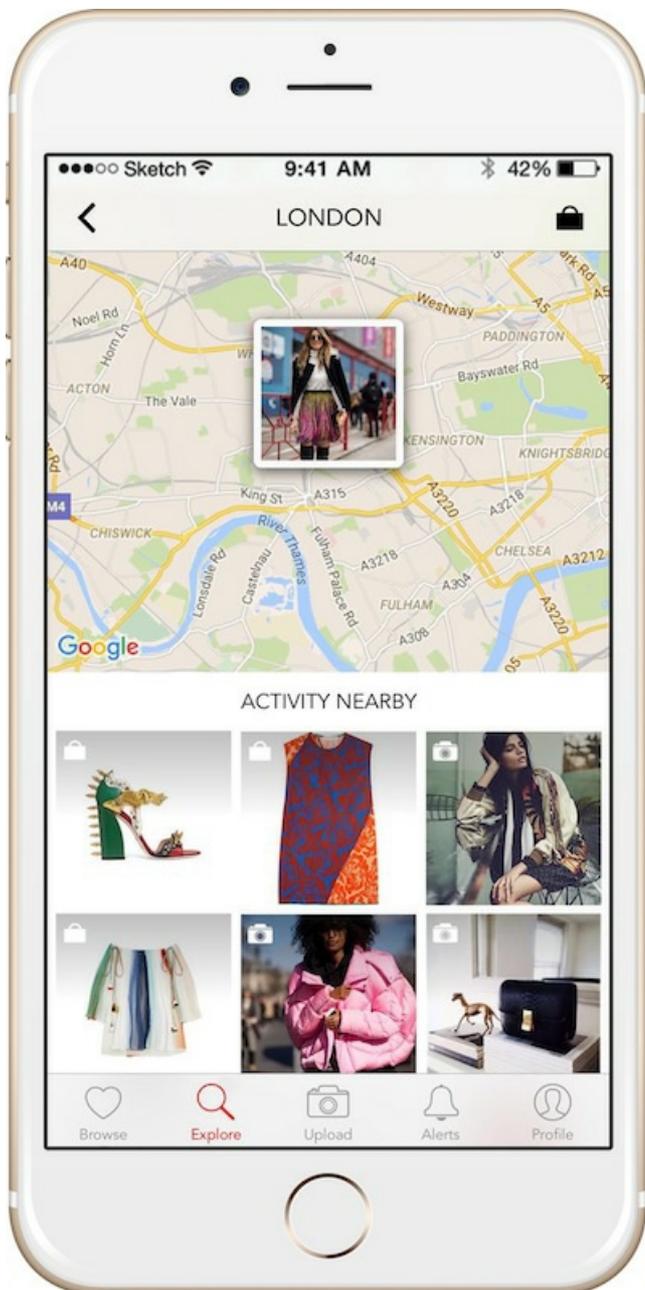
"The most interesting case study to date was around the Aquazzura Wild Thing 105 shoe in Poppy Red," said Sarah Watson, vice president of social commerce at [Net-A-Porter](#), London. "The Net Set was flooded with user-generated images of the shoe from around the world after it was release.

"The Net Set team was able to feed this information to the Net-A-Porter buyers which enabled them to support the demand of the product, providing them with market predictions that were not necessarily available to the wider market," she said.

Anniversary add-ons

On The Net Set app, consumers are able to scroll through a feed of trending fashion items from around the world, give friends advice on purchases and recommend merchandise, share images, interact with style icons and view personalized "love lists" ([see story](#)).

The anniversary update brings geolocation technology to The Net Set through a function called "Net Set Nearby." Since Net-A-Porter is solely an online retailer, its use of geolocation technology serves to enhance an individual consumer's in-app experience, rather than drive foot traffic to a bricks-and-mortar store.



Net Set Nearby with London as an example

Instead, Net Set Nearby uses geotargeting to display popular products and images in the user's location. For example, if in London, the Net Set Nearby will generate content that is trending in that particular market, enriching the experience and personalizing each interaction.

Updated in real-time, Net Set Nearby will also provide insights into brands, style trends and beloved products dictated by Net-A-Porter's network of consumers rather than a static curation.

"Using geo-location technology, Net Set Nearby displays the most loved products and images by city," Ms. Watson said. "Users can tap on a location name and see what is trending worldwide."

"Updated in real time, it provides insight into brand preferences, styles and products allowing us to get a global snapshot of what our community love," she said. "In short, it makes The Net Set the ultimate listening tool which enables us to better understand our customer and her style in a more localized way than ever before."

The anniversary update also includes Image Tagging, which allows app users to create shoppable personal content. Launched May 12, the Image Tagging function is in partnership with Gucci, whose capsule for Net-A-Porter went live on the same day ([see story](#)).

To give consumers a better understanding of how Image Tagging within The Net Set app functions, the brands worked together on a how-to video using Gucci's products as examples.

Introducing Image Tagging...

The innovation allows The Net Set community to tag brands in user-generated content, enabling it to become shoppable. For example, if a user uploads an image of a newly purchased handbag, she can tag the item. This function enables followers to see who made the handbag and streamline potential purchases of the time via Net-A-Porter.

A third feature offers a gamification function that furthers interaction between the app and its users. With the gamification function, users can earn badges by completing a number of tasks, such as finishing her profile, increasing activity and uploading original imagery.



Net Set badges

As tasks are completed, users will be rewarded with animated badges labeled "Editor," "Fashion Lover" and "Trendsetter," this not only rewards consumers for participating, but helps The Net Set to allocate popular message across its platform.

A touch of shopping

Net-A-Porter has excelled at keeping its online audience engaged through content based on its ecommerce Web site and through a series of apps.

The Edit, Net-A-Porter's digital weekly magazine, offers a shoppable mobile app built by the retailer's in-house publishing team. Consumers can download the app for free for iPad or iPhone, and subscribe to content as it updates.

All of the products featured within the issue can be shopped from Net-A-Porter by double tapping anywhere on the screen or clicking an icon at the top of the page. This brings up an ecommerce edit, where items can be added to a bag without leaving the app ([see story](#)).

On its ecommerce site, Net-A-Porter appealed to consumers struggling with styling conundrums with the launch of a curated edit of fashion items.

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 ([see story](#)).

Heightening the consumer experience through app functionality, such as its Image Tagging option, is key for Net-A-Porter.

"Image tagging will allow The Net Set to make user generated content fully shoppable for the first time within a social network," Ms. Watson said.

"This new innovation will allow the community to tag brands, users and the exact product featured (if stocked on Net-A-Porter), making any image instantly shoppable in one, simple tap," she said.

"It is also a clear indication from The Yoox Net-A-Porter Group that they are committed to innovation and development."

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