

RETAIL

## Net-A-Porter preps for impromptu summer getaways with Blade partnership

June 16, 2016



*Net-A-Porter shopping bag*

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By STAFF REPORTS

Online retailer Net-A-Porter is flying out to the Hamptons this summer through a special partnership with short-distance aviation service Blade.

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Through the partnership, Net-A-Porter, as well as its brother site Mr Porter, will use Blade to deliver packages to the Hamptons and other hamlets on Long Island's East End. Net-A-Porter's same-day delivery service is offered year-round for consumers in the Greater New York area, with an extended practice to the Hamptons available in the summer months.

### Get in the chopper

To introduce summertime deliveries to the Hamptons, Net-A-Porter and Mr Porter have created an exclusive Hamptons Getaway Kit.

The kit includes two one-way Blade seats to the Hamptons as well as a carefully curated selection of summer travel must-haves. Each kit retails for \$1,400 and will be available as of June 16, the kick off of summer solstice weekend.

In addition to the Blade tickets, the Net-A-Porter Hamptons Getaway Kit includes a pair of Friends headphones, a Smythson cosmetic case, a towel from The Beach People and mist sunscreen made by Hampton Sun.

The version sold by Mr Porter offers Hamptons vacationers a Smythson notebook, a Want Les Essentials wash bag, a Shinola luggage tag and a grooming kit by Aesop.



*Mr Porter and Net-A-Porter branded Blade helicopters*

Net-A-Porter's same-day delivery service to the Hamptons also goes into effect on June 16 for orders placed by noon EDT. Deliveries will arrive between the hours of 5 p.m. and 9 p.m., daily.

Available through Labor Day on Sept. 5, Net-A-Porter and Mr Porter consumers can have packages delivered to Amagansett, Bridgehampton, East Hampton, West Hampton, Montauk, Sag Harbour, Sagaponack, Southampton, Wainscott and Watermill.

Ensuing consumers have access to Net-A-Porter's service team, the retailer will also offer its Hamptons Concierge for the summer. The service team, comprising expert fashion advisors, will be available 24/7 for consumers needing help with sourcing the perfect summer outfit, selecting hostess gifts or even choosing the right sunscreen for their needs.

When flying via Blade to the Hamptons, consumers can opt to depart from various heliports in New York with service to Southampton, Quogue, East Hampton or Montauk.

Net-A-Porter first debuted its same-day Hamptons delivery via aerial advertising in 2013.



*Promotional image for Net-A-Porter's same-day delivery service*

Net-A-Porter boasted its same-day delivery service for customers in the Hamptons through out-of-home advertising on plane banners that flew over the area.

At the time, the retailer partnered with Standard Hotels' private air charter service StdAIR to make same-day delivery possible. Net-A-Porter likely caught the attention of Hamptons-goers by flying a banner on a plane around the area ([see story](#)).

Ensuring same-day deliveries, regardless of a consumer's location, has allowed retailers an opportunity to view fulfillment creatively.

For instance, luxury marketplace Farfetch made it easy for consumers to shop on-the-go with a service that delivered purchases to travelers enjoying summer 2015 on yachts.

Farfetch & Away allowed consumers who were sailing the Mediterranean to have their purchases delivered directly to the marina at the nearest port city in Italy, France, Spain and Greece. Providing unique services for affluent consumers likely helped Farfetch appeal to this unique demographic ([see story](#)).

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