

RETAIL

## Net-A-Porter speaks to international consumer base in latest effort

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*Net-A-Porter, statement knit for fall/winter 2016*

By STAFF REPORTS

Online retailer Net-A-Porter has cast its first multiple model advertising campaign for fall/winter 2016.

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In a break from tradition, Net-A-Porter recruited five up-and-coming models of different races and looks for its latest seasonal ad effort which includes still imagery and a video component. For its past campaigns, Net-A-Porter has worked with a single model to showcase its edit of a season's must-haves and trend pieces.

### Chic in SoHo

Net-A-Porter went on location in New York's SoHo district to capture the creative for fall/winter 2016-17.

Styled by Morgan Pilcher, the up-and-coming models were dressed in a mix of established and emerging designers. Net-A-Porter developed its blended approach as a reflection of its own commitment to offer its consumers new and exciting talent alongside industry mainstays.

Modeled by Charlee Fraser, Amilna Estevo, Sofie Hemmett, Pooja Mor and Julia Van Ons, the campaign shows the women wearing five "hero trends" for the upcoming fall/winter season. The trends explored in the campaign include sport jackets, re-worked denim, new proportions, statement knits and printed dresses.



*Print dresses at Net-A-Porter, fall/winter 2016*

By exploring trends on a number of models, Net-A-Porter is able to represent the individuality and creativity of its

global consumer base.

For the video component, shot by Maria Gordillo, Net-A-Porter showed the models walking the streets of SoHo, with the neighborhood's iconic ironwork buildings as the backdrop.

The video depicts the models walking down the sidewalk with SoHo's iron fire escapes in the shot. Other scenes show the models reclining in a SoHo loft and walking down the area's cobblestone streets.

As the video concludes, text appears on the screen reading, "The place for something new." In the next frame, Net-A-Porter's logo appears as the models strut down a side street off Broadway.

*Presenting fall/winter 2016 | Net-A-Porter.com*

Stills of each model were photographed by Greg Harris from MAO.

"This campaign marks an exciting creative shift for us at Net-A-Porter, moving away from our lifestyle' feel, and placing a real emphasis on fashion," said Claudia Plant, global brand creative director at Net-A-Porter, in a statement.

"The multiple models and multi-brand styling speaks to our increasingly broad and diverse global customer as well as spotlighting our incredible buy," she said.

Net-A-Porter has emerged as an online retail powerhouse and is working toward harnessing the potential of the luxury ecommerce market through 2020.

The group posted strong annual net revenue growths of 17 percent to 20 percent, at constant exchange rates, in a retail climate that has seen traditional department stores post losses each quarter. Setting its sights on 2020, Yoox Net-A-Porter plans to grow its business via the fastest growing channel in the luxury market: ecommerce.

Currently, Yoox Net-A-Porter boasts a global community of 2.5 million consumers. The retailer plans on strengthening these relationships through a customer-centric approach via mobile, personalized consumer journeys powered by Smart Data, creative content and impeccable service ([see story](#)).

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