

COMMERCE

## Net-A-Porter seeks eco-halo with Runway to Green collaboration

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By ELIZABETH ZELESNY



Collection for a cause

British ecommerce site Net-A-Porter and nonprofit organization Runway to Green tapped more than 25 luxury designers for a limited-edition collection raising funds and creating awareness for leading environmental organizations worldwide.

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**Luxury Daily**

In accordance with Runway to Green, Net-A-Porter started selling the exclusive pieces via Net-A-Porter.com on March 29, months before they are available in retail stores.

“Runway to Green is unique because it brings together multiple fashion designers, including major brands, to help the environment,” said Caitlin Yardeny, spokeswoman for

cofounder Lorenzo Rocchia at Runway to Green, Washington.

"Certain designers have long been involved in sustainable manufacturing and materials, but for many this is the first time they are doing something like this and educating themselves about environmental manufacturing methods," she said.

The brands include Prada, Stella McCartney, Marc Jacobs, Gucci, Balenciaga, Burberry, Yves Saint Laurent, Alexander McQueen, Diane von Furstenberg and Manolo Blahnik.

Also, luxury brands Oscar de la Renta, Jason Wu, Alexander Wang, Tory Burch, Derek Lam, Marni, Thakoon and Pringle of Scotland are on the list.

Green team

Each designer created an exclusive item for the Runway to Green Collection that will be sold in selected retail stores around the globe and at Net-A-Porter.com.

The designers have all made a commitment to investigate the sustainable manufacturing practices put forward in the Clean by Design initiative.



*Runway to Green marketing via Net-A-Porter.com*

Selected designers chose items from their fall 2011 collection or created new items to benefit the Runway to Green cause.

The collection includes apparel, handbags and jewelry from the participating designers. Consumers can buy the items on Net-A-Porter.com or the Net-A-Porter mobile site.

A minimum of 10 percent of net proceeds from the sale of the designs on Net-A-Porter will be donated to Runway to Green.

The participating worldwide environmental organizations include the Alliance for Climate Protection, the Natural Resources Defense Council and the United Nations Environmental Program's Billion Tree Campaign.

"This was just our first collection and we plan on having many more collections, including launches in other cities like Paris, London and Milan," Ms. Yardeny said. "Other luxury brands can participate by contacting us.

"We require that all brands commit to educating themselves on sustainable manufacturing

and donating a percentage of sales to us,” she said.

Net-A-Porter and Runway to Green are marketing the collection via their Facebook and Twitter pages.

Psst! NET-A-PORTER will be donating 10% of all items purchased on the site between 6pm EST and midnight to #RunwaytoGreen

9:31 PM Mar 29th via Twitter for iPhone

The #RunwaytoGreen collection will be sold exclusively at NET-A-PORTER immediately after its unveiling at Christie's.

9:27 PM Mar 29th via Twitter for iPhone

#BidtoSavetheEarth auction has begun! #RunwaytoGreen

9:24 PM Mar 29th via Twitter for iPhone

### *Net-A-Porter tweets about the Runway to Green collection*

Consumers who signed up on the Runway to Green Web site received an email newsletter about the collection.

“While many companies have green initiatives, this brings multiple designer brands together to raise awareness and funding,” said Doug Fleener, president and managing partner at Dynamic Experiences Group, Lexington, MA.

“For Net-A-Porter they obviously get the publicity and notoriety from aligning with Runway to Green, but by getting early exclusivity they're able to offer their customer some unique and distinct products that aren't available in retail stores," he said.

“For Runway to Green they get wider distribution of their products, and a single online location to display and promote the initiative.”



### *Runway to Green Facebook page*

Strut for a cause

The Runway to Green collection debuted with a fashion show and live auction during the Christie's Bid to Save the Earth event in New York on March 29.

Styled by Vogue fashion director Tonne Goodman, the fashion show showcased items that are available for purchase exclusively on Net-A-Porter.com.

Proceeds from the event went to Conservation International, Oceana and the Central Park Conservancy.

“The No. 1 reason [why ecommerce sites look to nonprofits] is these types of initiatives, like environment causes, resonate with their customers resulting in a more emotional connection,” Mr. Fleener said. “It also enables them to have a great presence at events like the March 29 event, and it adds value to their relationship with the luxury brands.”

Final take

*Green for environment or green for cash?*

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