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Net-A-Porter encourages Black Friday sales via CSR tie-in

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Image from Net-A-Porter and Mr Porter's "Gifts All Wrapped Up" campaign

By STAFF REPORTS

Online retailer Net-A-Porter is taking a charitable approach to Black Friday participation.

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On Black Friday Nov. 25, Net-A-Porter will hold a "donation day" to benefit the White Ribbon Alliance, a global network of maternal health advocates. High-end retailers do not often fully participate in the steep discounts seen at mass brands, but encouraging a feel good purchase may entice consumers to shop Net-A-Porter over a competitor during the shopping holiday.

Shopping for good

Net-A-Porter has pledged 15 percent of net full price sales in the United States to the White Ribbon Alliance. The proceeds will help the nonprofit organization further its mission to ensure women around the world have access healthcare before, during and after childbirth.

"We are delighted to partner with White Ribbon Alliance this holiday season," said Alison Loehnis, president at Net-A-Porter and Mr Porter in a statement.

"The initiative further establishes Net-A-Porter's commitment to supporting and empowering women around the globe and we hugely value WRA's dedication to ensuring women's rights to safe and dignified maternity care," she said. "We are incredibly proud to support this worthy cause."



Net-A-Porter UGC by @LornaLuxe, as seen on Instagram

White Ribbon Alliance includes advocates and partners on-the-ground in a number of developing countries. Advocates include Citizen Journalists, youth activists and experts in midwifery, policy and advocacy experts in countries including India, Malawi, Uganda and Zimbabwe.

"Everyone involved with White Ribbon Alliance – mothers, communities, people who want to ensure that no woman die in childbirth due to preventable causes - is delighted that Net-A-Porter is supporting the vision that one day every woman, everywhere has a happy and healthy births."

Yoox Net-A-Porter Group had a record-breaking Thanksgiving holiday weekend with its highest sales days to to that date in 2015.

With an order placed every 1.4 seconds and one item sold each second during Cyber Monday, Yoox Net-A-Porter Group had sales growth of 50 percent to kick off the holiday season. Of purchases made, 41 percent of consumers did so using mobile devices, showing the importance of a well-rounded ecommerce platform ([see story](#)).

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