

APPAREL AND ACCESSORIES

Alaa picks Net-A-Porter to debut ready-to-wear online

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Alaa spring 2017 collection

By STAFF REPORTS

Tunisian-born couturier Azzedine Alaa's eponymous ready-to-wear line is making its first foray into ecommerce with an exclusive partnership with Net-A-Porter.

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At launch, the online retailer is carrying 60 pieces from the brand's spring 2017 collection. Alaa is the latest label to entrust its entry into fashion ecommerce to Net-A-Porter, joining the ranks of Prada and Tom Ford.

Ecommerce entry

Alaa has a more selective digital presence than many of its peers, with its Instagram account its sole social media channel.

Unafraid to go against fashion's growing trend toward immediacy, Mr. Alaa showed the spring collection now available on Net-A-Porter weeks after the official Paris Fashion Week last fall.

Among the pieces currently on Net-A-Porter are knit bodysuits and laser-cut dresses and skirts. These join the label's handbags, shoes and accessories already sold by Net-A-Porter.



Alaa spring 2017 collection

Coinciding with the launch of Alaa's ready-to-wear, the label's beauty will also retail for the first time on Net-A-Porter.

Alaa made its first entrance into the fragrance sector with a perfume of the same name in summer 2015. Beyond sourcing information from a childhood memory, the scent is touted as Mr. Alaa's invitation for wearers to "embark on a neo-Baudelairian odyssey" with accords of pink pepper, freesia, peony, animal notes and musk ([see story](#)).

The label added to its beauty collection with its second scent, Eau de Parfum Blanche, which was inspired by the designer's personal memory of a visit to the Alhambra of Granada palace ([see story](#)).

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