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Net-A-Porter shares trend forecast in spring campaign

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Image from Net-A-Porter's spring/summer 2017 ads

By STAFF REPORTS

Online retailer Net-A-Porter is flaunting its curated fashion selection through a campaign that mixes emerging and established labels.

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For the second season, Net-A-Porter cast a diverse group of models rather than a single face, opening up opportunities to depict a variety of looks. This shift in Net-A-Porter's advertising strategy enables the retailer to better reflect its global consumer base.

London calling

Net-A-Porter's campaign, launching Feb. 2, stars Grace Elizabeth, Lineisy Montero, Sophie Hemmet and Jing Wen. An international bunch, the women hail from the United States, the Dominican Republic, the United Kingdom and China.

Spanning 10 still images and a campaign film, Net-A-Porter's effort highlights five key trends off the spring runways: color blocking, reworked shirting, utility, sports luxe and romantic bohemia.

Mixing both household names and up-and-coming labels, the campaign shot by Gregory Harris in London features houses such as Gucci, Balenciaga and Stella McCartney alongside brands including Jacquemus and Magda Butrym.

Cult label Vetements will also make an appearance, with its runway shoe collaboration with Manolo Blahnik featured within the ads. This style will be available exclusively on Net-A-Porter starting Feb. 16.

"Representing our expertly curated buy Net-A-Porter's spring summer 2017 campaign showcases the most exciting trends of the season for our truly global customer," said Alison Loehnis, president of Net-A-Porter and Mr Porter.



Net-A-Porter's fall/winter 2016 ad campaign

For fall/winter 2016, Net-A-Porter broke from tradition, recruiting five up-and-coming models of different races and looks for its latest seasonal ad effort which included 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 ([see story](#)).

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