

RETAIL

Net-A-Porter, Mr Porter cater to VIP clientele with personal shopping services

April 6, 2017



Net-A-Porter campaign

By STAFF REPORTS

Online retailers Net-A-Porter and Mr Porter are easing the ecommerce experience for their top customers.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Beginning in September, the ecommerce sites will offer their "Extremely Important People" the option to try on their newly purchased merchandise while the delivery person waits, streamlining the return process. The retailers are also introducing new personal styling experiences in the comfort of these clients' homes.

Personal touch

The invite-only EIP designation is a means for Net-A-Porter and Mr Porter to reward their high-spending clients. These consumers get privileged access, including a designated personal shopper, priority access to new arrivals, free shipping and invitations to events.

Debuting in London this September, "You try, we wait" will be available for all same-day delivery orders. Consumers will be able to request this option through their personal shopper as they place their order.

By choosing this service, the customer can try on new buys while a Net-A-Porter delivery person waits. Anything that is not wanted can then be sent back immediately with the individual, requiring no effort on the consumer's part to make a return.

After London, the service will also be available in New York and Hong Kong by the end of 2017.

The Virtues of
MR PORTER
No 4. MAN FRIENDLY



THIS MAN ENJOYS SHOPPING IN AN
ENVIRONMENT THAT UNDERSTANDS HIM

MRPORTER.COM

Mr Porter ad campaign

The retailers are also bringing the personal shopping consultation experience into consumers' homes. Debuting in London, New York, Hong Kong and Los Angeles this September, "Net-A-Porter at home" and "Mr Porter at home" will involve a series of one-on-one consultations with a personal shopper.

Based on the interactions, personal shoppers will leave the EIPs a selection of merchandise. They can then choose what they would like to keep, and the retailer will only charge them for these selected items.

The retailers chose to kick off these services in September to align with the heavy shopping period at the start of fall as consumers refresh their wardrobes.

"Through our network of personal shoppers, we are thrilled to be offering these new best-in-class services to our most engaged and loyal customers around the world," said Alison Loehnis, president of Net-A-Porter and Mr Porter, in a statement. "We are committed to harnessing innovation to elevate the shopping experience, and ultimately seek to use a personalized touch to make the lives of our customers easier."

Other ecommerce-centered businesses are making sure they provide a personal touch through personal shoppers.

While technology can help to deliver a high-touch experience to consumers, data and automation cannot replicate the level of engagement that a salesperson can create with shoppers, according to an executive from Moda Operandi at Luxury Interactive 2015.

Moda Operandi employs stylists, who work with its most valued consumers to provide personalized recommendations and one-to-one communications, but the process being used to deliver this service was tedious. Keeping the same human touch business model, Moda Operandi built a new platform to help its stylists deliver more relevant, visually appealing messages to the most important customers ([see story](#)).