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Net-A-Porter decamps for Paris for fall fashion rundown

August 1, 2017



Net-A-Porter's fall/winter 2017 ad campaign. Image courtesy of Net-A-Porter

By STAFF REPORTS

Online retailer Net-A-Porter is giving consumers a primer on runway trends in its fall/winter 2017 campaign.

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This season, the brand set its campaign in Paris, capturing a clique of global models to reflect its international customer base. Through this concept, Net-A-Porter is highlighting the editorial eye of its buying team as it captures some of the styles that caught their eye from the runways.

Parisian stroll

Net-A-Porter shifted its campaign strategy last year. For fall/winter 2016, the retailer cast a crew of five models instead of its typical single model ([see story](#)).

This season, the retailer followed a similar format with Luna Bijl, Mayowa Nicholas, Jing Wen and Radhika Nair, who hail from the Netherlands, Nigeria, China and Ukraine, respectively.

The models are seen against backdrops that mimic the black-and-white palette of Net-A-Porter's logo. These include park benches, al fresco caf seating and a vintage car parked outside of a lightly hued building.

Net-A-Porter took its cues from its buying team, using the campaign to highlight five key trends that guided their purchases for the site. These include dark florals, power suiting and disco glam.



Net-A-Porter's fall/winter 2017 ad campaign. Image courtesy of Net-A-Porter

Films further the mood of the trends, finding models partying in metallic looks or catching up on the day's newspaper in buttoned-up business attire.

Merchandise featured spans established labels such as Chlo, Gucci and Prada along with newer brands such as J.W. Anderson, Sacai and Emilia Wickstead.

Launched Aug. 1, Net-A-Porter's campaign will run in print, digital and out-of-home placements.

"Our campaign showcases the distinct fashion point of view that our team of expert buyers brings to the season," said Alison Loehnis, president of Net-A-Porter and Mr Porter, in a statement. "We style our campaign to reflect how our fashion forward customer would interpret the trends, sampling from different designers for ready-to-wear, and complementing it with shoes, bags and jewelry."

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