

RETAIL

Net-A-Porter, Mr Porter revel in the holiday spirit for gifting campaign

October 24, 2017



Party with the Porters will run in print, digital and out-of-home displays. Image credit: Net-A-Porter and Mr Porter

By STAFF REPORTS

Online retail siblings Net-A-Porter and Mr Porter are inviting consumers to "Party with the Porters" for their third annual co-branded holiday campaign.

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

The Party with the Porters campaign will cross print, digital and out-of-home sites around the world, and will also include a series of thematic shorts to present Net-A-Porter and Mr Porter as the leading retailer for holiday gifts. Per research from Deloitte, the 2017 holiday season is expected to see ecommerce purchase growing between 18 and 21 percent over 2016 ([see story](#)).

Party with the Porters

Net-A-Porter and Mr Porter's storyline for "The Porters" centers around a holiday party staged in a hotel. Photographed by Sebastian Kim, the campaign stars models Anais Mali and Ollie Edwards, who are shown piano playing and dancing around the retailers' packaging, key gifts and festive decorations.

"We're excited to be launching our third co-branded holiday campaign, Party with the Porters, which celebrates the festive season in style," said Alison Loehnis, president of Net-A-Porter and Mr Porter, in a statement.

"The campaign kicks off the holiday season at Net-A-Porter and Mr Porter and brings our expertly curated selection of luxury gifting to our customers around the globe," she said.



Net-A-Porter and Mr Porter's Party with the Porters is set in a hotel. Image credit: Net-A-Porter and Mr Porter

The online retailers decided on a hotel for their holiday campaign setting to promote their latest customer service amenity, a 24/7 in-store room service for guests of the recently opened hotel, The Ned in London.

Guest rooms at The Ned will display an in-room menu of frequently forgotten items for travelers to purchase. Net-A-Porter or Mr Porter, depending on the product needed, will deliver the order straight to the guest room within minutes.

In addition to the customer service amenities launch, the Party with the Porters campaign bowed at the same time as Net-A-Porter and Mr Porter's online holiday shops across desktop, tablet and mobile, as well as social media promotions.

Included in this year's fantasy gifts for the season are a year's worth of shoes and an "It Girl's" wardrobe available on Net-A-Porter, while stocking stuffers range from Gucci socks to mini handbag styles by Nico Giani.

On Mr Porter, standout men's gifts include a telescope from Celestron, IWC and Jaeger-LeCoultre watches and fashions by Burberry, Lanvin and Tom Ford.

Find the perfect gifts this holiday season / Brought you by Net-A-Porter and Mr Porter

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.