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Moda Operandi incubator provides up-and-coming brands platform for storytelling

November 2, 2017



Moda Operandi's The Platform is an incubator for emerging brands. Image courtesy of Moda Operandi

By STAFF REPORTS

Online retailer Moda Operandi is supporting new and emerging labels through an incubator program that offers exposure.

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The Platform will showcase these brands, giving each of them its own trunk show and introducing these up-and-coming labels to its fashion-savvy audience through content. Given the difficulties involved with getting a brand noticed in a crowded fashion field, a number of retailers have turned mentors, offering guidance and retail space.

Fashion feature

Moda Operandi, a comparably new retailer itself, is looking to help newly discovered labels get their products in front of more consumers.

The Platform, situated in a dedicated section of Moda Operandi's site, launched Nov. 2 with a class of four designers. New York-based label Markarian's designer Alexandra O'Neill, creates pretty eveningwear in ethereal fabrics, while Korean Yeon Park's line Yeon is said to feature pieces that are equivalent quality to Hermès.



Look from Markarian. Image credit: Moda Operandi

Based in London, Eleanor Balfour designs apparel that can be styled for casual or formal occasions. Meanwhile, the Ukrainian label Lake Studio offers pieces that blend feminine and masculine influences.

Along with their own trunk shows, Moda Operandi's incubator brands will sell in-season merchandise on the boutique section of the retailer's site.

Following the debut group, The Platform will feature new designers twice a year. These featured labels, which will be exclusive to Moda Operandi for the duration of the partnership, will span fashion and other categories.

Ensuring that the assortment is appropriate for Moda Operandi's audience, the retailer will work with the designers on planning and brand development.

"We are thrilled to launch The Platform for our global customers," said Deborah Nicodemus, CEO of Moda Operandi, in a statement. "Emerging talent is a segment within our business that we are seeing tremendous growth alongside our existing luxury brand portfolio."

"The Moda customer is a highly sophisticated shopper who comes to us not only for well-known brands, but also to discover designers they may not be as familiar with mixing labels and price points across all categories," she said. "We are dedicated to supporting and nurturing emerging talent, while at the same time, creating a highly elevated experience for our luxury branded business."

Department store chain Neiman Marcus is giving a select group of niche apparel brands their first major bricks-and-mortar point of sale through a new boutique-style edit.

Aimed at attracting a younger audience, the retailer's Luxe Labs is debuting in the Fine Apparel department at 14 of Neiman Marcus' stores, with a corresponding online presence on its ecommerce site. Department stores pride themselves on the ability to scout out unique fashions, which helps them to differentiate themselves in what has

become an increasingly crowded retail field courtesy of ecommerce ([see story](#)).

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