

INTERNET

## Net-a-Porter carries favor with influencers via Blog Power List

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Online retailer Net-a-Porter is looking to build a loyal community of shoppers and increase traffic by using influencer content as bait.

The Blog Power List is part of the site's weekly magazine and was compiled by leading fashion industry insiders such as Peter Pilloto and Derek Blasberg. The list ranks the world's most influential fashion bloggers, according to the Net-a-Porter board of judges.

"Net-a-Porter did well by featuring star fashion bloggers," said Tamar Koifman, digital marketing and ecommerce strategist at Digital Luxury Group, Geneva, Switzerland.

"Not only does it bring a fresh viewpoint to Net-a-Porter's magazine, but also credibility with the most dedicated of fashion followers," she said.

"In addition, it provides the bloggers each with their own loyal fan base, an opportunity to share and discuss the online retailer with their readers."

Net-a-Porter is a London and New York based online retailer of brands such as Alexander McQueen, Lanvin and Jimmy Choo. Swiss luxury goods giant Compagnie Financière

Richemont SA last year bought a majority stake in the company for an estimated \$341 million.

## Blog cabin

The top independent fashion bloggers on the Blog Power List are Jak&Jil, Hanneli, Bryanboy, Garance Dore, Style Bubble, The Sartorialist, Business of Fashion, Style Rookie, The Coveteur and YES! A Bunny Stream of Conch.

The bloggers are displayed two per page in a magazine-like layout.

Full-body shots of each blogger are accompanied by a brief description, two comments from the judges and images from the blog or items that emphasize that person's style.

The Blogger List also includes five stealthily-placed mini boutiques that contain items similar to a specific blogger's style and theme that may be purchased through the online retailer.

“By curating Net-a-Porter's product catalog into an editorial format, each blogger, in effect, is creating a curated sale with a unique story,” Ms. Koifman said.



A side-column on one page also lists the top-ranked fashion Tumblrs by the judges. A bottom row on the last page lists 12 more favored bloggers that did not make the list.

The international judging panel comprises Mickey Boardman, founder of Paper magazine; Derek Blasberg, editor-at-large at Harper's Bazaar; Grace Lam, senior fashion style editor at Vogue China; fashion commentator Colin McDowell; Jonny Johansson, creative director of Acne; Anna Laub, creative director of Prism; designers Peter Pilotto and Christopher De Vos; creative director Richard Nicoll; Rich Tong, fashion director at

Tumblr; and Mattias Swenson of Bloglovin’.

No. 1 blog Jack&Jil is a photo-blog that features high-quality fashionable photos with a focus on details and accessories.

Hanelli, which took No. 2 on the list, is run by former model Hanelli Mustaparta and features photographs of the blogger in her always-chic outfits along with commentary on what she is wearing and why she loves each look.



Word's worth

For an online retailer such as Net-a-Porter, a blog or weekly magazine can benefit its site in a three-fold manner, according to Ms. Koifman.

A blog provides a platform for sharing content within an appropriately branded environment, which is important for image-conscious companies.

A retailer can then share the new content via social media to continue to bring consumers to the site, even if new products have not yet been posted.

Lastly, it provides an editorial base to showcase products and relay additional information.

"It's not enough to just sell a dress online," Ms. Koifman said. "Customers are asking for more information. They want the story."

An ecommerce site must plan out its blog strategy carefully.

The blog or magazine should not look like a catalog. It should provide relevant information to the consumer base on a daily basis, tying in products when possible.

Executed correctly, a blog or online magazine can have enormous benefits for an online retailer.

“When done right, there is no question that a retailer blog or other content platform can drive site-traffic and product purchases,” Ms. Koifman said.

“However, it’s important that retailers enter into the blogosphere with a vision of long-term growth and not the quick sale,” she said.

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