

RETAIL

## Balenciaga embraces the everyday to launch Net-A-Porter, Mr Porter capsules

January 23, 2018



Balenciaga's campaign features real employees. Image credit: Mr Porter

By STAFF REPORTS

Online retailers Net-A-Porter and Mr Porter are heading to the office to debut exclusive Balenciaga collections.

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Taking a more down-to-earth approach to luxury marketing, the campaign for the Balenciaga capsule launch centers on a photo shoot with the retailers' employees. This marks the first time that creative director Demna Gvasalia has undertaken concurrent men's and women's Balenciaga collaborations for a retail partner.

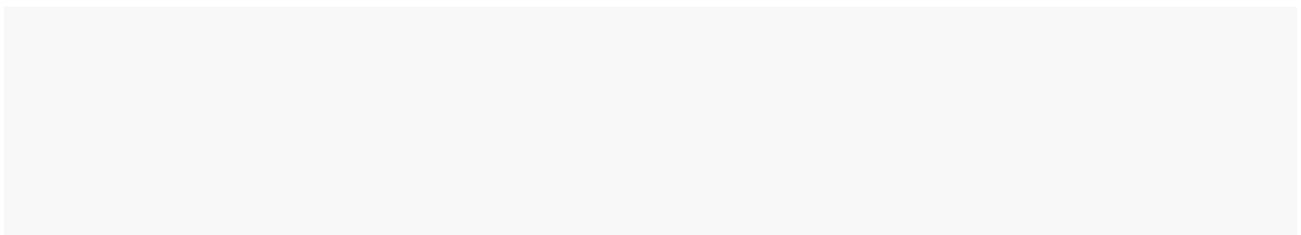
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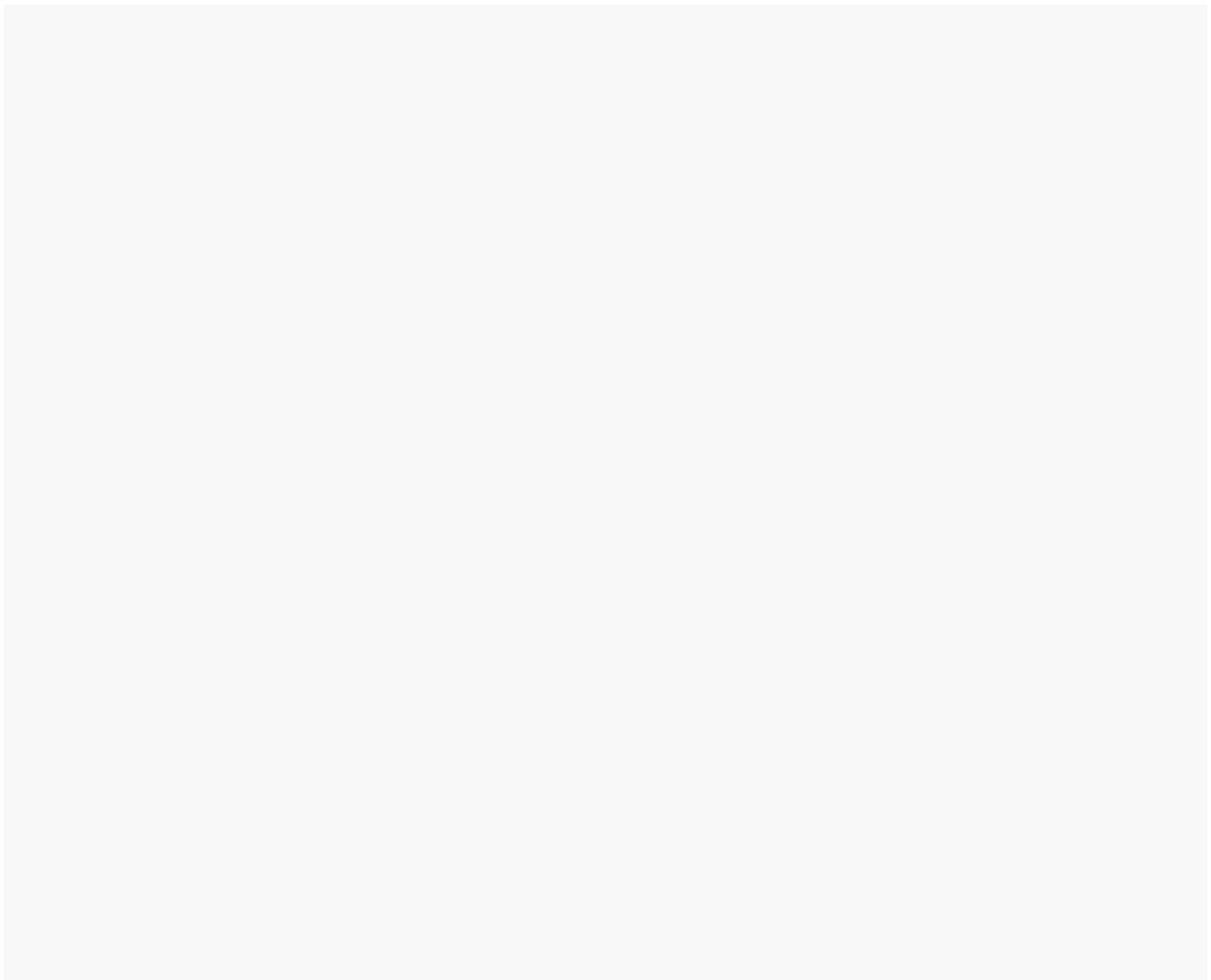
Available from Jan. 22, the range features styles from the label's spring/summer 2018 collection in exclusive colorways and prints. The collections include ready-to-wear, jewelry, accessories and handbags.

For Net-A-Porter, Balenciaga created 53 pieces including denim, T-shirts, hoodies dresses and outerwear. The brand's hybrid Pantashoes have been made in an exclusive cobalt color and metallic chain print.

Balenciaga is retailing 34 pieces on Mr Porter, ranging from outerwear and suiting to its Triple S sneaker in green. Featured among a number of the designs is the brand's new BB Mode logo.

To premiere the collections, the collaborators created a joint campaign. Photographer Johnny Dufort and stylist Lotta Volkova, who have worked on a number of Balenciaga's recent ads, were tapped for the effort.





BALENCIAGA x NET-A-PORTER: It's here! From limited-edition incarnations of the Knife boot to exclusive outerwear, stamp your style with an extra-covetable dose of cool in these collector's items, as modeled by staff of NET-A-PORTER and @MRPORTERLIVE. #NETAPORTERxBalenciaga

A post shared by NET-A-PORTER (@netaporter) on Jan 22, 2018 at 1:50am PST

The campaign features Net-A-Porter and Mr Porter staff in the company's London offices, making copies or a phone call.

When launching new collections, Mr Porter and Net-A-Porter often lean on their editorial know-how, creating content specific to the collaboration.

Italian fashion house Gucci collaborated with online retailer Mr Porter for an exclusive capsule collection with an emphasis on vibrant color.

"The Keys" is a collaborative film made by Gucci and Mr Porter for the special collection. The vignette features a variety of rooms which each boast a different, vibrant color that represents the collection ([see story](#)).

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