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Net-A-Porter shares on-trend looks in spring campaign

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Net-A-Porter's spring/summer 2018 campaign was shot in Mexico City. Image credit: Net-A-Porter

By STAFF REPORTS

Online retailer Net-A-Porter is showcasing the defining trends of spring/summer 2018 in its latest campaign effort.

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The retailer headed to Mexico City to demonstrate its fashion authority in imagery that focuses on four trends likely to be popular in spring/summer 2018. As a multi-brand retailer, it is important for Net-A-Porter to showcase its understanding of the fashion landscape and to capture the know-how of its buyers.

Fashionable authority

Photographed in Mexico City, Net-A-Porter's spring/summer 2018 campaign features models Sarah Berger, Mayowa Nicholas and Aira Ferreria wearing on-trend pieces carried by the ecommerce retailer. The campaign includes four stills and a short film.

The model trio are shown in looks that Net-A-Porter's buying experts feel will "dominate the season." These trends include naturals, modern prairie, new suiting and 80s flashback.

Net-A-Porter's trend forecast is supported by pieces included in the latest collections by Gucci, Calvin Klein 205W39NYC, Prada, Chloe and Saint Laurent.

The retailer's spring/summer 2018 also continues to champion up-and-coming brands such as Brock Collection, Ganni, Wandler and Attico, all of which are featured in the campaign.



Net-A-Porter's campaign includes household names and up-and-coming brands. Image credit: Net-A-Porter

"Our spring/summer 2018 campaign distils the mood of the coming season beautifully and presents it to our customers through the Net-A-Porter lens, with major power brands styled alongside emerging designs," said Alison Leohnis, president of Net-A-Porter and Mr Porter, in a statement.

"I think our customer will be excited as I am," she said.

For spring/summer 2017, Net-A-Porter took a similar approach of mixing emerging and established labels.

Mixing both household names and up-and-coming labels, the spring/summer 2017 campaign shot by Gregory Harris in London featured houses such as Gucci, Balenciaga and Stella McCartney alongside brands including Jacquemus and Magda Butrym ([see story](#)).

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