

APPAREL AND ACCESSORIES

## Net-A-Porter opens the door to a fashion expert's closet

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*Anna Dello Russo sells her 2000s clothes on Instagram.*

By STAFF REPORTS

Online retailer Net-A-Porter is capitalizing on the notion that consumers enjoy purchasing goods from notable individuals with a new social endeavor.

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Vogue's creative fashion editor, Anna Dello Russo, will be selling a variety of clothing off Instagram on Feb. 25. Net-A-Porter will put the fashion editor's closet online for sale via its Instagram Stories.

### Instagram sales

The initiative is raising money for the British Fashion Council Education Foundation, with all proceeds going to the organization.

Ms. Dello Russo will be selling portions of her closet from the era of 2000 to 2009 and has been teasing the sale through her own Instagram. She has posted a series of pictures featuring some of the articles that will be sold.

The most "precious" pieces of her closet will be sold at an auction with Christie's. The auction will feature 30 of her most prestigious items.

Ms. Dello Russo is attributing the idea of selling her clothes to starting a relationship with her boyfriend, Angelo Gioia. When she asked him where she could put all her things he exclaimed there was no space.

"When I met him, I asked, 'Angelo, where should I put my clothes,'" Ms. Dello Russo said to Vogue. "He said, 'No space, sorry!' And I knew in that moment that I had to give space to life."



#AdRFeb24 #AdRArchive @gucci

A post shared by Anna Dello Russo (@anna\_dello\_russo) on Feb 2, 2018 at 9:50am PST

Brands and retailers often take to Instagram stories to forge a more personal connection with followers. This could mean more shoppers will be likely to interact with the sale.

Consumers are often enthralled with the idea of owning an article of clothing or item previously owned by a notorious person. A fashion expert such as Ms. Dello Russo offering her closet ensures buyers that their purchases are superior fashion pieces.

Net-A-Porter is often taking on interesting sales endeavors such as this, as it continues to innovate in the fashion and ecommerce space.

For instance, Net-A-Porter and Mr Porter eased the ecommerce experience for their top customers.

Beginning in September, the ecommerce sites started to offer their "Extremely Important People" the option to try on

their newly purchased merchandise while the delivery person waits, streamlining the return process. The retailers also introduced new personal styling experiences in the comfort of these clients' homes ([see more](#)).

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