

APPAREL AND ACCESSORIES

Net-A-Porter struts out '80s theme rampant in spring footwear

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Net-A-Porter's film celebrates the 80s theme of 2018 spring. Image credit: Net-A-Porter.

By STAFF REPORTS

Online retailer Net-A-Porter is emphasizing its footwear for spring in a nod back to the '80s.

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Using the highly relevant song "Walk This Way" by Run DMC, as so many fashion brands have before, Net-A-Porter shows models strutting their stuff and dancing. The song was chosen to celebrate the '80s theme that was so apparent throughout the runway season for 2018.

Walk this way

Net-A-Porter's "Dress from the feet up" introduces a variety of the season's top footwear in a playful campaign that hypes the oncoming warmer weather and the new styles that come along with it.



Net-A-Porter dances for spring. Image credit: Net-A-Porter.

Gucci's loafers, Speed trainers from Balenciaga and Gianvito Rossi's extreme heel are among the many iconic pieces that have made the film.

The film begins with a model, who has her feet resting on a dressing table tapping to the beat of a drum.

As the song continues to play, the beat picks up and the rest of the instruments come in as she gets up and walks to the beat.

This starts a series of random clips of models dancing or walking to the track, each in a different outfit and shoe.

Net-A-Porter brings the campaign one step closer by allowing viewers to buy the looks of all the models featured in the video with a dedicated shop on their site.

"A blend of behind-the-scenes footage, the video features models dancing, strutting and singing to the infectious song," said Net-A-Porter in a statement. "Hinting to the 80s trend that dominated the spring/summer 2018 catwalks, the track captures the mood enhancing effects of the perfect pair of shoes, highlighting Net-A-Porter's chosen footwear trends."

Interactive shops such as Net-A-Porter's Shop the Video site help the ecommerce platform make it what it is today.

In another multichannel selling initiative, Net-A-Porter capitalized on the notion that consumers enjoy purchasing goods from notable individuals with a social endeavor.

Vogue's creative fashion editor, Anna Dello Russo, sold a variety of clothing off Instagram on Feb. 25. Net-A-Porter put the fashion editor's closet online for sale via its Instagram Stories ([see more](#)).

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