

RETAIL

Net-A-Porter branches into children's wear with Gucci

July 17, 2018



Gucci is launching children's wear on Net-A-Porter. Image credit: Yoox Net-A-Porter Group

By STAFF REPORTS

Online retailer Net-A-Porter is entering a new category through a capsule from Italian fashion label Gucci.

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Marking the women's wear ecommerce site's first foray into children's wear, Gucci is selling clothing for kids through a six-week pop-up on Net-A-Porter. High-end children's fashion is a lucrative business, leading many brands and retailers to appeal to parents with designs for youngsters.

Kids collection

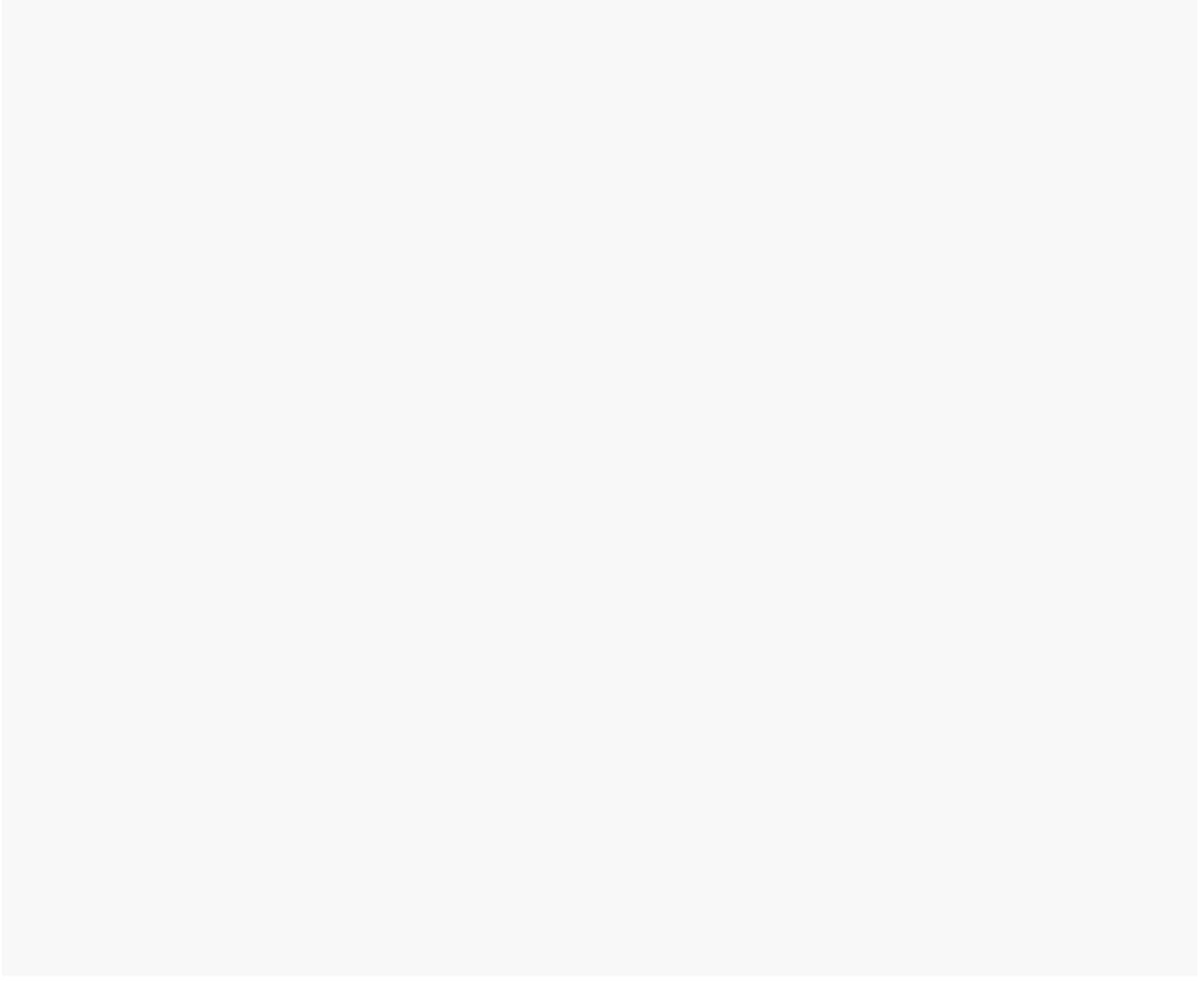
Launched on July 16, Gucci's pop-up sells merchandise for babies and children up to the age of 12.

Among the designs are pink party dresses and embroidered hoodies. The line also includes a number of unisex fashions.

Gucci's logo decorates onesies, T-shirts and sweatshirts, while its signature webbing in red and green is featured on sneakers, rubber slides and apparel.

"The kidswear pop-up on Net-A-Porter is such an exciting moment for us," said Allison Loehnis, president of Net-A-Porter and Mr Porter. "It's our first foray into the category, and we've found the perfect partner in Gucci."

"With Mr Porter's kidswear project also underway, this really marks the beginning of something special," she said.



MINI ME: Our picture-perfect @Gucci Kids pop-up is open for a limited time only enter now for an extra-irresistible dose of the brand's imaginative spirit. Tap the link in bio to shop your favorite looks from Instagram at #NETAPORTER.

A post shared by NET-A-PORTER (@netaporter) on Jul 16, 2018 at 2:02am PDT

Along with the launch, Net-A-Porter will be debuting a campaign created in Gucci's retro aesthetic. In "The Imagination Booth," children discover a photo booth that allows them to make their fantasies a reality.

While developing children's wear may have seemed risky to luxury brands in the past, the market is rife with untapped potential for high-end fashion players, according to a new report by Fashionbi.

"[Kidswear Market: Evolution and Potential](#)" explains how a combination of factors, including parents having children at an older and more financially stable age, an increasing birth rate and baby boomer grandparents with the means to dote on their grandchildren, have helped to boost market growth in the children's wear sector. Over the past couple of years, a number of luxury labels, including Tom Ford and Balmain, have begun designing for younger consumers, appealing to a more brand-conscious generation ([see story](#)).