

APPAREL AND ACCESSORIES

Alaa enters ecommerce with YNAP-powered flagship

October 2, 2018



Alaa's spring 2016 collection. Image credit: Net-A-Porter

By STAFF REPORTS

Couture house Alaa is the latest luxury label to embrace ecommerce, as it opens its first online store in partnership with Yoox Net-A-Porter Group.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

At launch, the site is retailing a number of exclusives, with the online boutique offering a broader product selection than the brand's physical flagships in Paris and London. This project, started originally by the house's late founder Azzedine Alaa, will allow the brand to reach the increasingly-digital luxury consumer.

Entering ecommerce

While Alaa did not previously operate its own ecommerce store, it had made a foray into selling ready-to-wear online with Net-A-Porter in 2017. At launch, the online retailer carried 60 pieces from the brand's spring 2017 collection ([see story](#)).

Now, Alaa is building on this partnership with the debut of its first ecommerce-enabled Web site, which serves more than 100 countries. Maison-Alaia.com is becoming the third flagship store for the brand, allowing shoppers to buy ready-to-wear, accessories and footwear.

The ecommerce site will also retail exclusives, including the archival Edition collection. The garments in this line take their designs from garments Mr. Alaa made in previous years.



Alaa's ecommerce site. Image credit: YNAP

Keeping to the original creations, the same fabrics will be used to construct the fashions, with similar substitutes if the exact same textiles are not available anymore. Alaa is also labeling these garments with the year that they were originally made.

The demi-couture Editions Limites line will also be featured online, even though it is only available by appointment at the brand's atelier in Paris. This collection includes designs that are both new and slants on archival pieces.

Editions Limites is kept to limited production of 30 to 60 pieces, maintaining exclusivity.

Alaa plans to roll out further capsules for the online audience.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.