

APPAREL AND ACCESSORIES

## Alaïa enters ecommerce with YNAP-powered flagship

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

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By STAFF REPORTS

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

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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 Alaïa, will allow the brand to reach the increasingly-digital luxury consumer.

### Entering ecommerce

While Alaïa 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, Alaïa 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. Alaïa made in previous years.



*Alaïa'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. Alaïa is also labeling these garments with the year that they were originally made.

The demi-couture Editions Limitées 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 Limitées is kept to limited production of 30 to 60 pieces, maintaining exclusivity.

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

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