

RETAIL

## Net-A-Porter embraces kids' clothes with multi-brand collective

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*Net-A-Porter is dressing smaller customers. Image courtesy of Net-A-Porter*

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By STAFF REPORTS

Online retailer Net-A-Porter is moving further into children's wear with the launch of exclusive capsule collections for ages 1 to 12.

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The retailer's Kids Collective concept debuted on Jan. 21 with offerings from six labels for boys and girls. While Net-A-Porter has dabbled in kids' clothes before with individual brands, this marks a greater investment in the booming children's wear market.

Mommy and me

Net-A-Porter's children's capsules dress younger clientele in styles from sporty to playful.

Among the products available are sneakers from Golden Goose and Veja, elevated casual styles from ATM Kids and Chinti & Parker Kids and white T-shirts from Yeah Right NYC Kids.

Also available are embroidered Lingua Franca Kids attire with messages such as "tree hugger" and "cool like that."

To promote the Kids Collective, Net-A-Porter turned to influencer Sai De Silva's children. Ms. De Silva's 7-year-old daughter London and 20-month-old son Rio model the line in candid-style shots.

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[View this post on Instagram](#)

THIS JUST IN: Kid's casuals. Discover the biggest trends in little sizes with our collection of closet must-haves Tap the link in bio to shop your favorite looks from Instagram at #NETAPORTER.

A post shared by NET-A-PORTER (@netaporter) on Jan 21, 2019 at 7:03am PST

### *Instagram post from Net-A-Porter*

Last July, Net-A-Porter entered the children's wear category through a capsule from Italian fashion label Gucci.

Marking the women's wear ecommerce site's first foray into children's wear, Gucci sold clothing for kids through a six-week pop-up on Net-A-Porter ([see story](#)).

Since then, Net-A-Porter has also teamed with Moncler Enfant and Dolce & Gabbana for children's wear pop-ups.

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 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](#)).

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