

APPAREL AND ACCESSORIES

## YNAP supports The Row's digital flagship debut

June 5, 2019



YNAP powers therow.com

By STAFF REPORTS

Yoox Net-A-Porter Group is working as the technological provider for Mary-Kate and Ashley Olsen's luxury fashion label The Row in its Web site debut.

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

Therow.com is now available in 69 countries worldwide, with its complete ready-to-wear, men's and women's collections available. The site runs off of YNAP's technology and logistics platform, featuring a streamlined experience reflective of its individual brand.

### Digital flagship launch

To ensure a fully global experience, therow.com is featured in six different languages and purchasing is available through six different currencies. Shoppers are able to check out with a variety of payment options.

In addition to The Row's apparel collection, the site will also offer a curated gallery of furniture, dcor and jewelry items.

"Our partnership with Yoox Net-A-Porter Group will allow us to have a direct dialogue with our customers on a global scale," said David Schulte, president of The Row, in a statement. "We have always had a consistent vision to only present our products in the most elevated environments possible and Yoox Net-A-Porter's technological and logistical expertise will help us achieve this with our site".

The site launch begins with The Row's pre-fall 2019 collection focused on global and traveling consumers, featuring ensembles from its look book. The men's collection will debut in July.

YNAP's participation in the launch is a part of the organization's Online Flagship Stores platform that it is growing.

[View this post on Instagram](#)

[www.therow.com](http://www.therow.com)

A post shared by The Row (@therow) on Jun 5, 2019 at 6:03am PDT

### *Instagram post from The Row*

"I have followed The Row closely since its launch in 2006 and have always appreciated the talent of its creative directors, which comes across so clearly in their collections and boutiques," said Francesca Tranquilli, president of Online Flagship Stores at Yoox Net-A-Porter Group, in a statement. "When we first spoke about building an online store for their beautiful pieces, I knew it would be a unique undertaking requiring seamless collaboration and deep experience in online luxury.

"The end result is a true reflection of the house, echoing the simplicity and elegance that has become synonymous with The Row," she said. "We are pleased to welcome them to our growing Online Flagship Stores platform."

French fashion house Balmain also relaunched its digital platform Balmain.com, which is now powered by Yoox Net-A-Porter.

The revamped Web site gives Balmain's customers access to the brand's full catalogue along with other digital assets. The redesign shows how the brand is committed to making digital as robust a channel as in-store for high-fashion shopping ([see story](#)).