

RETAIL

YNAP doubles luxury client relations team

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YNAP is growing its personal shopping team. Image courtesy of Net-A-Porter

By STAFF REPORTS

Retail group Yoox Net-A-Porter is catering to its top luxury customers with plans to add more than 100 employees to its personal shopping and client relationship management teams.

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The new hires will work with Net-A-Porter's and Mr Porter's loyal customers, who are referred to as EIPs, or "extremely important people." In addition to the hiring drive, YNAP's Luxury Division is expanding the footprint of its client relations staff by building hubs in key affluent markets such as San Francisco and Dallas.

"Our EIPs are our most loyal and valued customers and we're continually striving to enhance their experience with us," said Alison Loehnis, president of the Luxury Division at Yoox Net-A-Porter Group, in a statement. "We know our EIPs return to us not only for our fabulous curation of products but also the superior service.

"Our personal shopping team a group of highly passionate and experienced individuals is at the heart of this offering, going the extra mile for customers, day in, day out, online and in person," she said.

Personal service

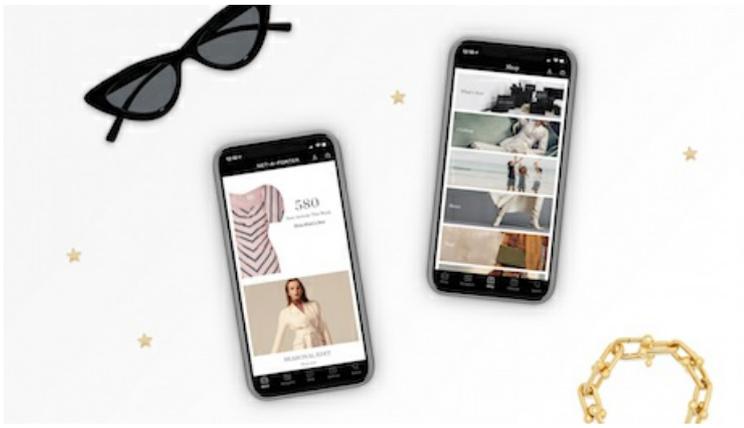
YNAP's client relations investment is a response to an increased demand for personalized services among shoppers. The retailers have also seen growth among the EIP shopper base, calling for a larger team to work with them.

While they are global operations centered on digital retail, Net-A-Porter's and Mr Porter's personal shopping and customer relations teams are stationed nearby to clients, enabling them to provide localized advice that takes the particular market's lifestyle into account.

In addition to opening hubs in San Francisco and Dallas, YNAP is growing its personal shopper services along the West Coast.

Access to a personal shopper is provided on an invitation-only basis. EIPs develop a relationship with a specific YNAP team member through online and in-person consultations.

Personal shoppers can help with everything from closet consultations to bespoke product creation. They can also give the top client access to perks such as invites to events.



Net-A-Porter recently updated its mobile offerings. image credit: Net-A-Porter

"The role of personal shopper has evolved hugely in recent years and today our team fulfill a variety of different roles," Ms. Loehnis said. "Not only do they anticipate our customers' ever-changing luxury needs and solve their wardrobe dilemmas before they even arise, they become part of their daily lives.

"Local knowledge and an understanding of lifestyle has never been more important," she said. "We're therefore delighted to be expanding the team in terms of scale as well as introducing new locations, to give even more of our most engaged and loyal customers around the world access to this fantastic market-leading service."

This is the latest move from YNAP to strengthen loyalty from EIPs.

Net-A-Porter and Mr Porter recently launched an updated "try-before-you-buy" service, featuring curated at-home shopping consultations for their most loyal customers.

Despite embracing ecommerce, shoppers still prefer to get a real feel for luxury apparel before committing to purchases. Try-before-you-buy services often allow consumers to pass the burden of browsing onto personal shoppers and stylists as well for added convenience ([see story](#)).

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