

RETAIL

## Net-A-Porter adds beauty to its Net Sustain platform

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*Net-A-Porter has expanded its Net Sustain platform to become a serious badge of sustainability for brands that respect the environment. Image courtesy of Net-A-Porter*

By STAFF REPORTS

Online retailer Net-A-Porter has expanded its Net Sustain program to 100 brands including 27 beauty and 45 new fashion labels as it makes a serious push toward sustainable offerings.

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Starting Jan. 13, London-based retailer launched 17 exclusive capsules inspired by sustainable fashion heroes. It will retail exclusives from Theory, Gabriela Hearst and By Malene Birger, as well as emerging brands such as Bite Studios, Aaizel and Envelope 1976 that have created apparel that can be worn in many ways, including the "wear forever" positioning.

"Since the launch of Net Sustain in June 2019, we have been committed to expanding in this area and enabling our customer to make informed choices," said Elizabeth von der Goltz, global buying director at Net-A-Porter, in a statement.

"We are especially excited to launch beauty into the platform for the first time, following extensive onboarding and vetting processes," she said.

"Terminology with sustainable beauty can mean different things to different people. Net Sustain celebrates the brands that place sustainability at the heart of their business mission, and our attribute taxonomy recognizes that every brand will take a slightly different approach depending on the nature of their supply chain and their end product.

"For the new year, we also want to approach our wardrobes with a sense of considered style and so have asked 17 brands to produce the ultimate sustainable key pieces for our customers to love for many seasons to come.

"It's all about making your wardrobe work harder for you, mixing one or two investment pieces into your existing collection."



*Campaign imagery for Net-A-Porter's Net Sustain platform. Image courtesy of Net-A-Porter*

### Pillar of support

Richemont-owned **Net-A-Porter** will include the following pillars into its Net Sustain edit as it includes beauty in its offerings: considered materials, considered processes, reducing waste, locally made, and craft and community, as well as two new pillars added this year, vegan and animal welfare.

Among the inaugural cosmetics brands making the Net Sustain Beauty cut are Tata Harper, Aesop, Dr Barbara Sturm and Vintner's Daughter as well as new and niche cosmetics labels such as Cosmydor, One Ocean Beauty, Sana Jardin and Seed to Skin.



*Products listed on the Net Sustain platform. Image courtesy of Net-A-Porter*

Net-A-Porter will feature the products and brands in Net Sustain in a dedicated area on the site. They will be badged according to each pillar so that items can be easily identified to align shoppers' values with the offerings'.

Campaign imagery was shot in London keeping in mind minimal environmental impact.



*Sustainable practices are becoming a key differentiator for products in the fashion and beauty sectors. Image courtesy of Net-A-Porter*

Net-A-Porter worked with florist McQueens to construct a backdrop of recycled florals and materials, thus creating a second life for those flowers. Artist Lewis Miller influenced the floral display.

The company, as part of its sustainability mission, will also ensure that there is a reduction in travel for photo shoots,

use of natural light where possible, and elimination of plastic and single-use plastics. It is also requesting that all third-party production companies use reusable cutlery and crockery on shoots.

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