

RETAIL

## Net-A-Porter teams with designers, charity for International Women's Day

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*Net-A-Porter celebrates International Women's Day with exclusive T-shirt collection. Image courtesy of Net-A-Porter*

By DIANNA DILWORTH

Online retailer Net-A-Porter is celebrating International Women's Day by selling exclusive T-shirts whose proceeds will be donated to women in war-torn countries, an effort aimed at affluent consumers looking for purpose in their shopping experience.

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The effort marks the ecommerce company's third year partnering with Women for Women International. For the program, Net-A-Porter asked 20 different designers to create T-shirts for the program. All proceeds from the sales will be donated to the charity.

"This is now our third year of the partnership with Women for Women International where 100 percent of Net-A-Porter proceeds will be donated to the charity, which helps women living in war-torn countries to rebuild their lives," said Elizabeth von der Goltz, global buying director at Net-A-Porter, London.

"It's important for Net-A-Porter to continue its commitment for a third year to support the empowerment of women, whilst cultivating and inspiring a ripple effect of change across the globe," she said.



## By design

**Net-A-Porter** is celebrating its 20th anniversary this year, and decided to celebrate the March 8 tradition by asking 20 iconic brands and female designers to submit designs for the T-shirts.

Stella McCartney, Gabriela Hearst, Alexa Chung, Isabel Marant, Amina Muaddi, Carine Roitfeld, Jimmy Choo, Rotate, Bernadette, Rosie Assoulin, St. Aud, The Attico, The Range, The Frankie Shop, Ganni, Nanushka, Charlotte Tilbury, Cecilie Bahnsen and Roxanne Assoulin joined in for the Net-A-Porter x Ninety Percent line.

"We chose women-led teams who had a mutual support for the efforts behind Women for Women," Ms. von der Goltz said. "This is the first year we also chose to work with not only ready-to-wear designers, but female business founders such as Charlotte Tilbury and Sandra Choi from Jimmy Choo."

Designers were asked to create a shirt that celebrates women's empowerment and strength.

The Attico's Let Your Hair Down T-shirt encourages women to feel confident and comfortable in their own skin, for instance.

Stella McCartney is inspired by sisterhood and compassion, using illustration from the line's fall/winter 2019 campaign.

The shirts are targeted at Net-A-Porter shoppers, and women in particular who are interested in empowerment and strength.

"Each of the designers have their own interpretation of this reflected on the shirts," Ms. von der Goltz said. "Some are about compassion and sisterhood, while others are about confidence and strength. They are pieces that make women feel good and empowered, whilst also providing for other women throughout the world."

Not only do these T-shirts help Net-A-Porter position themselves as a forward-thinking cause-oriented brand, but they also generate sales.

The T-shirts are priced between \$55 and \$295.

"These shirts always perform very well for us," Ms. von der Goltz said. "Last year, Isabel Marant, Alexa Chung and Victoria Beckham's shirts sold out. Our customer engagement is huge for this initiative."

## Skill transfer

Women for Women International works with female survivors of war and helps them rebuild their communities and lives in lasting ways.

The organization reaches out to women living in some of the world's most dangerous places to offer a one year training program. Through the network, they learn about their rights, are trained in a vocational skill, as well as have access to healthcare and a support network of women with similar experiences.

The group has aided more than a half-million women with the resources to move beyond crisis and into stable and self-sufficient lives.

In 2018 and 2019, Net-A-Porter's campaigns raised money to support 300 women for the charity's year-long training program.

"We also created exclusive shirts last year and, in addition, our global teams met with members of Women for Women to understand where our proceeds were going and why," Ms. von der Goltz said.

"It's always a passion project of ours as a company and last year was a great example of our support and empowerment for women," she said.