

RETAIL

## Net-A-Porter resumes full acceptance of online orders after instituting safety measures

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*Net-A-Porter is open for business after COVID-19-induced lockdowns temporarily shuttered warehouses. Image credit: Net-A-Porter*

By LUXURY DAILY NEWS SERVICE

Online retailer Net-A-Porter is open for business as usual after a hiatus from speedy fulfillment of orders as the COVID-19 coronavirus lockdowns hindered operations.

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The Richemont-owned retailer is working closely with its delivery partners to ensure that orders placed reach customers in a timely manner, although might be slight be slight delays.

"Net-A-Porter customers are at the heart of what we do and every step we take," the company said in a letter to customers and those on its list. "We'd like to take this opportunity to thank you for your patience and continued support as we open gradually and carefully."

The company has ramped up merchandising of apparel, footwear, accessories and jewelry, with new collections and aggressive email marketing. It is offering free shipping for orders over \$250.

Centered

The London-based company in March had voluntarily decided to temporarily shut its distribution centers in the United Kingdom and United States as a safety measures for employees and customers.

While the Hong Kong Web site was still accepting and fulfilling orders for Asia Pacific, other markets were not. That changed a few weeks ago when Net-A-Porter resumed accepting orders in the U.K. and U.S., but with delayed delivery.

"Over the past few weeks, we've been working hard to build on the **many existing safety measures we have in place** at our sites and have enhanced them even further to protect our teams, going above and beyond government guidelines to maximize protection," Net-A-Porter said.

"In agreement with our colleagues and in line with government guidelines, we have welcomed back a reduced number of staff to our distribution center, and we continue to keep the situation under close and constant review."

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