

APPAREL AND ACCESSORIES

Net-A-Porter aims to protect elephants in charity capsule collection

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Net-A-Porter's latest charity capsule includes products from Burberry, 3.1 Phillip Lim, Brunello Cucinelli, Chantecaille and Ole Lynggaard Copenhagen. Image courtesy of Net-A-Porter

By DIANNA DILWORTH

Richemont-owned online retailer Net-A-Porter has debuted a series of exclusive capsule collections to support international conservation charity Space for Giants, a move that shows the merchant's commitment to sustainability at a time when consumers are looking for brands to do more cause marketing.

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Space for Giants is committed to protecting Africa's elephants and their natural habitat, and promoting the value of nature conservation. During the pandemic, wildlife and natural habitats have been more vulnerable to exploitation and the charity is dedicated to combating these challenges.

"We are honored to be partnering with Space for Giants on these exclusive capsule collections," said Libby Page, senior fashion market editor at Net-A-Porter, London. "With all profits benefitting the charity and the worthwhile cause of protecting Africa's wildlife and landscape, it seemed even more crucial during this time."

"This launch brings critical investment and expertise to protect Africa's elephants and their natural habitat, and Space for Giants is committed to demonstrating the ecological and economic value that species conservation offers," Ms. Page said. "Especially in this time of crisis, when travel and tourism are impacted, elephants and their habitats are even more vulnerable to poaching."



Net-A-Porter's latest charity capsule launches August 17th. Image courtesy of Net-A-Porter

Capsule collections

Net-A-Porter's Walk for Giants initiative is a fundraising campaign aimed at awareness-building for African wildlife conservation and the conservation efforts of Space for Giants.

The campaign includes exclusive capsule collections from brands including Burberry, 3.1 Phillip Lim, Brunello Cucinelli, Chantecaille and Ole Lynggaard Copenhagen in collaboration with Gemfields, as well as emerging designers such as Hereu, Fisch and Bassike.

The lines from these renowned brands were made to be functional and sustainable and are inspired by the African Sahara.

"The exclusive capsule collections were made with function and sustainability in mind," Ms. Page said. "We wanted brands to bring a safari chic fashion theme, as well as brands that have been selling well on our site. Highlights include designs from Burberry, 3.1 Phillip Lim, Brunello Cucinelli, Chantecaille, Ole Lynggaard Copenhagen, Hereu, Fisch and Bassike."

The campaign will kick-off with the release of two exclusive capsule collections. The first, a 33-piece collection from Gemfields, a world-leading supplier of responsibly sourced colored gemstones. The second a series of exclusive capsule collections from Net-A-Porter.

All profits from the sales of the exclusive capsule collections will directly benefit Space for Giants.

Photographer Francesco Carrozzini worked with creative director Riccardo Ruini and models Arizona Muse and Selena Forrest at Enasoit Game Sanctuary in Laikipia, Kenya to create the Space for Giants campaign images.

The exclusive capsule collections will be available to the public beginning on Aug. 17 for a limited time.

"We always look to support charities and initiatives that align with our values, and this is certainly something we are planning for FW20 and 2021," Ms. Page said. "We recently launched The Italian Collective and a Gabriela Hearst bags capsule, both supporting charities particularly in need at this time."



Net-A-Porter is offering an exclusive capsule collection to benefit charity Space for Giant. Image courtesy of NET-A-PORTER

Purpose-based campaigns

Net-A-Porter has been focused on purpose-based cause marketing efforts this year to show its commitment to sustainability, the environment and equal justice.

For instance, to mark its 20th anniversary, Net-A-Porter asked 20 women achievers to share words of wisdom they would give their younger selves, marking the retailer's commitment to giving a platform where women have a more public voice.

The feedback, from designers, storytellers, performers, founders, activists and executives, formed London-based Net-A-Porter's 20 Incredible Women In What They Wish They'd Known At 20 feature.

Contributors included Donatella Versace, Margaret Atwood, Jane Fonda, Ava DuVernay, Gillian Anderson, Charlotte Tilbury, Misty Copeland, Tata Harper and Isabel Marant ([See story](#)).

The latest charity campaign will be marketed across channels.

"We provide a 360 approach for all of our campaign launches and work across our global social media, marketing, email, editorial, personal shopping and press teams to ensure the capsules will get ultimate coverage and engagement with the Net-A-Porter woman," Ms. Page said.

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