

APPAREL AND ACCESSORIES

## Net-A-Porter taps inspiring women for personal fall fashion campaign

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*Jameela Elfaki appears in Net-A-Porter's "My Style, My City" campaign. Image credit: Net-A-Porter*

By SARAH RAMIREZ

Online luxury retailer Net-A-Porter is celebrating fall fashion with an intimate campaign featuring the fresh perspective of women around the globe.

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In "My Style, My City," Net-A-Porter follows six women from around the world as they share their city and personal style philosophies. The vignettes are an authentic and unfussy way for Net-A-Porter to share its fall fashion offerings.

### Around town

In the first episode, Net-A-Porter follows Jameela Elfaki, a magazine editor and photographer, around her London neighborhood. Ms. Elfaki is the founder of *Azeema*, a United Kingdom-based print magazine and platform exploring women within the Middle East, North Africa and South Asia, diasporas and beyond.

The film begins with Ms. Elfaki strolling through her neighborhood and meeting a friend. Her stream-of-conscious narration adds context throughout the short, which includes polished footage as well her own filming for a "home movie" quality.

In a relatable scene given the current climate, Ms. Elfaki brings viewers into her apartment where she also works on *Azeema*.

*Jameela Elfaki shows Net-A-Porter around her neighborhood in London*

"We wanted our home, my home, to be somewhere you can come back to and relax after a busy day," Ms. Elfaki says.

Ms. Elfaki shows the camera Polaroid prints from different *Azeema* events, pointing out friends and collaborators. She explains that many events support the community, such a workshop that taught women of color how they can break into the DJ industry.

She also candidly talks about her eclectic personal style, which is often dictated by her mood.

"When I think about my own background, it probably has influenced the way I dress in some way," Ms. Elfaki says.

She explains that she takes after her mother's active life and opts for clothing that is comfortable when she is out at meetings, shooting photographs or playing sports.



*Jameela Elfaki talks about her personal style in the film. Image credit: Net-A-Porter*

For the majority of the film, she is wearing a menswear-inspired look with an oversized gray suit jacket, slacks and sneakers. She visits a local soccer pitch with her camera in hand, and appears in a dress and heels for the final scene.

"There's something quite magical about the way fashion can make somebody feel, whether that's putting on an incredible dress or your favorite pair of heels," Ms. Elfaki says. "I think it's important every now and again to dress up."

The other women participating in the campaign include model and entrepreneur Kirsty Hume, artist Cassandra Bickman, model and writer Alejandra Smits, DJ Soma Kim and photographer Tony Gum. Luxury brands showcased in Net-A-Porter's campaign include Isabel Marant, Saint Laurent, Gucci, Bottega Veneta and Gabriela Hearst.

#### Sharing personal style

In a bid for authenticity, luxury brands and retailers will enlist influencers or celebrities to share their perspectives. Fashion brands will often focus on personal style in particular.

Swiss apparel and accessories label Bally touted its Cecyle bag as the perfect finishing touch for an outfit, no matter a woman's personal style, in a 2019 project with *Vogue* magazine. Three influencers appeared in Bally's "Dear Cecyle" campaign, which explores how the handbag fits into their daily lives ([see story](#)).

More recently, U.S. department store chain Neiman Marcus kicked off its men's spring campaign in a strategic effort that shows off the new line through personal video vignettes of influencers in their favorite cities.

Actor, director and producer Matt Bomer, musician and author Troy Andrews, and restaurateur Michael Chernow starred in the three-part branded content series called "Stomping Grounds" ([see story](#)).