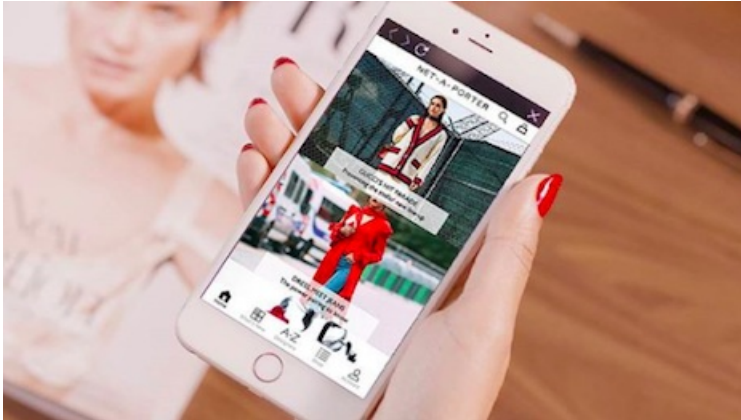


RETAIL

Net-A-Porter introduces holiday Instagram AR filter to raise charity money

November 24, 2020



As of Nov. 30, visitors to Net-A-Porter's Instagram profile will be able to exchange holiday messages. Image credit: Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Richemont-owned online retailer **Net-A-Porter** is launching its own bespoke Instagram augmented reality (AR) filter to foster communication and raise charity money in time for the holidays.

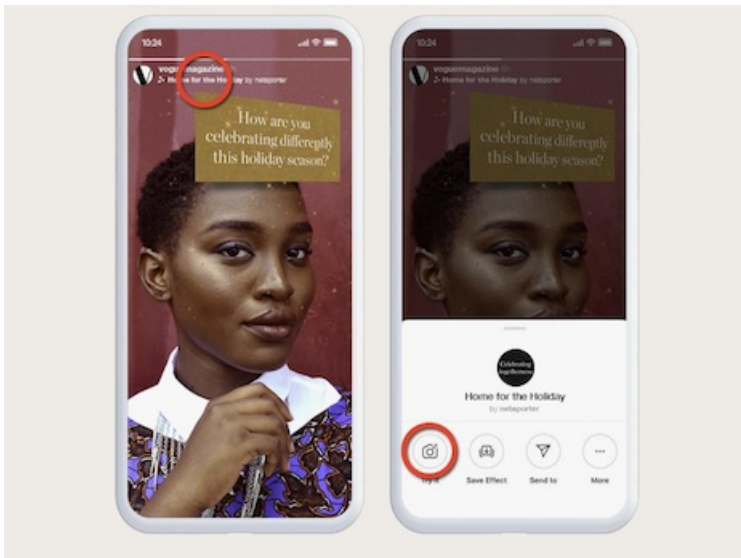
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Starting Nov. 30, visitors to Net-A-Porter's Instagram profile will be able to exchange messages with loved ones and publicize greetings via social media thanks to a new AR filter. Every time the filter is shared on social media using a #HomefortheHolidays hashtag and a @Net-A-Porter tag, the retailer will donate 1 pound to its partner Women for Women until Christmas day.

Instagram social

As part of the effort, users will be prompted to talk to a camera to answer a question they are given. Then, they will be encouraged to share the filter on their own Instagram stories after tagging the person or account they are talking about.

Any pounds earned from trading messages with the correct hashtags will be directed to Women for Women International, which has reached over 500,000 marginalized women since its foundation in 1993 at the time of the Bosnian war.



Net-A-Porter is hoping to create a domino marketing effect by targeting Instagram users. Image credit: Net-A-Porter

The United Kingdom-based nonprofit targets the poorest women in regions hit by war who are directly affected by violence and endure all sorts of disadvantages.

A long-time corporate partner of the group, in 2018 and 2019, Net-A-Porter's campaigns raised money to support 300 women helped by the charity.

Earlier this year, Net-A-Porter celebrated International Women's Day and its 20th anniversary as well by selling exclusive T-shirts whose proceeds were donated to Women for Women.

The effort was aimed at affluent consumers looking for purpose in their shopping experience. For the program, Net-A-Porter asked 20 iconic brands and female designers to create T-shirts.

Stella McCartney, Gabriela Hearst, Alexa Chung, Isabel Marant, Amina Muaddi, Carine Roitfeld, Jimmy Choo, Rotatè, 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 ([see story](#)).

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