

APPAREL AND ACCESSORIES

Net-A-Porter hosts fashion comeback

January 21, 2021



Alber Elbaz at the 2019 Fashion Awards in London. Image credit: Getty

By LUXURY DAILY NEWS SERVICE

Online retailer Net-A-Porter is partnering with Israeli designer Alber Elbaz on a new livestreaming project to reach digital-first consumers.

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The "The Talk Show with Alber & Friends" celebrates the launch of Mr. Elbaz's new brand AZ Factory, an evolutionary fashion concept dedicated to innovative womenswear. During the show, which will be livestreamed from Paris on Jan. 27, Net-A-Porter will examine how chasing societal beauty standards is a waste of time and how simple dressing up builds confidence.

"I've dreamt for years about a fashion reset, and that dream is even more relevant today at a time when people cannot be together," said Mr. Elbaz, in a statement. "The world is changing fast, and we are all adapting to new behaviors and emotions."

"This dream factory is focused on developing real solutions for today's women," he said. "It is a product-focused and a communications-focused project, and I couldn't be more thrilled to bring it to the world in a fabulous, entertainment-driven way with two of the leaders of the digital luxury world, Farfetch and Net-A-Porter."

New age of fashion

The joint venture between Mr. Elbaz and Net-A-Porter owner Richemont will launch worldwide within an exclusively digital and entertainment-driven format, aiming to be educational, emotional and beautiful.

In addition to its own direct-to-consumer website, AZ Factory will go to market exclusively on Farfetch and Net-A-Porter.



Invitation to the livestream hosted by Net-A-Porter. Image courtesy of Net-A-Porter

The global health crisis stunted Mr. Elbaz's dream of hosting a pop-up truck on Avenue Montaigne during couture week for the launch, so Farfetch was inspired to create the next best thing. AZ Factory plans to execute two experiences that will bring the brand story to life through interactive, content-led concepts that are unique to each platform's DNA and audience.

The AZ Factory World Tour, an immersive virtual experience, will go live at Farfetch.com immediately after the brand launch on Jan. 26. The experience will allow viewers to virtually "hop on" the truck in various cities and explore the products in 3D. Then, Net-A-Porter will broadcast the live talk show on Jan. 27 at 3:00 PM CET.

Farfetch has taken a technology-forward approach to the shopping experience for AZ Factory, creating an immersive and content-driven experience. Customers will be able to "try on" AZ products while browsing, and see how products look on different sizes and skin tones using augmented retail technology.

In 2015, Mr. Elbaz departed French fashion house Lanvin after a 14-year tenure as the label's creative director. At the time, the fashion industry was ripe with departures, showing creative instability in the sector and underscoring the pressures involved with maintaining infamous labels ([see story](#)).

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