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Net-A-Porter, Mr Porter launch new iPhone widgets

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Net-A-Porter and Mr Porter announce new widgets for the iPhone and iPad. Image courtesy of Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Online retailers Net-A-Porter and Mr Porter are implementing new widgets for iPhone and iPad users, making its products more accessible to consumers.

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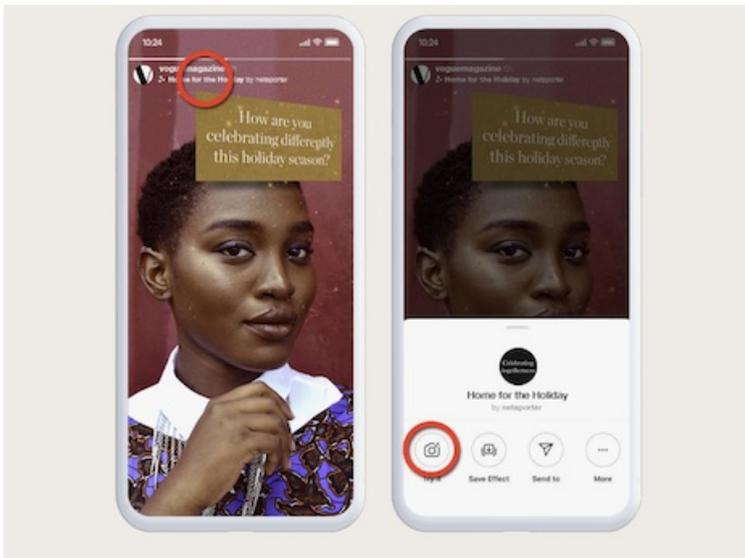
These will be the first widgets launched by the luxury retailer, aiming to reflect the brand's push to embrace technological innovation and consumer personalization. Users can add widgets to the home screens of their iPhones and iPads, offering an easily accessible glance at the retailers' newest arrivals.

"As a mobile-led business, we are always looking to leverage the latest technology to enhance our customer's experience, making it as smooth and instinctive as possible from the palm of their hand," said Alison Loehnis, president of Net-A-Porter and Mr Porter, in a statement. "This new feature has been designed to bring glanceable, relevant content to the home screen, enabling our customers to shop our curation of the world's most coveted brands with ease."

At your fingertips

With the new iOS widgets, consumers will have instant access to the newest products the online retailers have to offer. Net-A-Porter and Mr Porter are focusing on how to continue personalizing the consumer experience.

Consumers will be able to peruse product descriptions and images and track their delivery statuses.



Net-A-Porter has previously used Instagram to target consumers. Image credit: Net-A-Porter

The widgets follow Net-A-Porter and Mr Porter's other recent technological implementations including visual search, which enables consumers to upload an image to search for similar items on its sites, and business chat on Net-A-Porter which allows consumers to communicate with customer care regarding their orders.

The online retailers have also maintained a prominent social media presence, implementing livestreaming strategies and interactive filters to stay connected to consumers.

Net-A-Porter partnered with Israeli designer Alber Elbaz on a livestreaming project to reach digital-first consumers. The joint venture between Mr. Elbaz and Net-A-Porter owner Richemont launched worldwide within an exclusively digital and entertainment-driven format, and aimed to be educational, emotional and beautiful ([see story](#)).

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