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## Net-A-Porter launches platform in Middle East

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*Net-A-Porter now has a localized shopping platform in the Middle East. Image credit: Net-A-Porter*

By LUXURY DAILY NEWS SERVICE

Online retailer Net-A-Porter has launched a new localized platform for the Middle East, expanding its global reach.

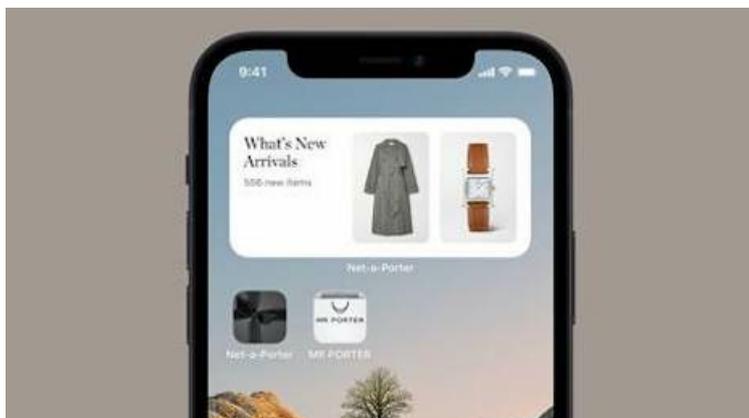
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The new platform, which is available on the web site and in the app, allows consumers in the region to shop specially curated pieces and features local editorial content. The platform will be available in Arabic and English.

"As the leading luxury platform, the launch of the localized Arabic site allows us to celebrate the unique beauty and talent of our community in the Middle East, bringing Net-a-Porter even closer to its customers," said Nisreen Shocair, CEO of Yoox Net-a-Porter Middle East, in a statement.

New launch

The retailer's new platform is designed with a focus on the interests and requirements of Middle Eastern shoppers. It comes with a dual language product search feature, and features prices in the local currency.



*Net-A-Porter and Mr Porter announced new widgets for the iPhone and iPad in February. Image courtesy of Net-A-Porter*

"We will continue to realize exciting developments in the future, including collaborations with local designers

through to new personalized experiences supported by platform capabilities, to ensure we continue to offer best-in-class curation and service in the market," Ms. Shocair said.

Last month, Net-A-Porter and Mr Porter implemented new widgets for iPhone and iPad users, making its products more accessible to consumers. These were the first widgets launched by the luxury retailer, aiming to reflect the brand's push to embrace technological innovation and consumer personalization.

With the new iOS widgets, consumers now have instant access to the newest products the online retailers have to offer. Users can add widgets to the home screens of their iPhones and iPads ([see story](#)).

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