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Net-A-Porter celebrates the joy of "ready-to-wear" fashion

March 31, 2021



Net-A-Porter's new Ready-to-Wear? campaign. Image courtesy of Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Online retailer Net-A-Porter is inviting fashion lovers around the world to rejoice in the thrill of dressing up with its latest "Ready-to-Wear?" campaign.

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Net-A-Porter's core mission is to bring joy to its community of women through the mood-lifting and transformative power of fashion. As consumers have been cooped up over the last year, observing pandemic-related restrictions, the retailer aims to rejuvenate the fashion world with style.

"Ready-to-wear? is a campaign that signals the beginning of a celebratory chapter," said Sheena Sauvaire, chief marketing officer at Net-A-Porter, in a statement. "It's upbeat, joyful and forward-looking.

"It reaffirms our belief that fashion isn't just about clothes, it has the extraordinary power to transform and uplift," she said. "As we all dream about a new sense of freedom and coming together, what better time to inspire and entertain our global community around a bright new future and the joy of dressing up again."

#AreYouReadyToWear

With an entertainment-first approach, Net-A-Porter's first fully interactive campaign marks the merging of fashion, social video platforms and music, executed through a series of colorful films.

Featuring a diverse cast of female creatives, choreographers, dancers and models, the campaign is set to a soundtrack from artist Kullah's H.E.R, who also curated a Spotify playlist exclusively for Net-A-Porter, which aims to reflect the mood of the campaign.

With this, Net-A-Porter launches its first-ever hashtag challenge #AreYouReadyToWear, encouraging its viewers and its #TheNETWORK community to become a part of the campaign themselves.

Starting today, the #AreYouReadyToWear challenge can be realized on TikTok where users are invited to select their favorite spring/summer 2021 looks by either nodding their heads or walking off camera in the direction of their pick.

The campaign is available globally across video-on-demand, social and online and on Net-A-Porter's owned

channels, including Instagram, YouTube, Facebook and its new livestreaming series, available on both the site and app.

Earlier this year, Net-A-Porter partnered with Israeli designer Alber Elbaz on a livestreaming project to reach digital-first consumers. The "Talk Show with Alber & Friends" celebrated the launch of Mr. Elbaz's new brand AZ Factory, an evolutionary fashion concept dedicated to innovative womenswear.

During the show, which was livestreamed from Paris on Jan. 27, Net-A-Porter examined how chasing societal beauty standards is a waste of time and how simply dressing up builds confidence ([see story](#)).

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