

APPAREL AND ACCESSORIES

## Net-A-Porter, LG emphasize clothing care in sustainable capsule collection

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*The LG x Net-A-Porter Sustainable Collection was created to be 100 percent machine washable. Image credit: LG*

By LUXURY DAILY NEWS SERVICE

Online retailer Net-A-Porter and Korean electronics and appliance brand LG are marking a milestone in their sustainability-focused collaboration.

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LG's #CareForWhatYouWear video campaign has surpassed 100 million cumulative views worldwide after launching in fall 2020. As part of the effort, LG and Net-A-Porter collaborated on a sustainably-made capsule collection featuring exclusively machine washable apparel.

Sustainable clothing care

The appliance maker's #CareForWhatYouWear initiative aims to raise awareness about fashion waste and encourage consumers to take better care of their favorite clothing, donate unwanted pieces and recycle old garments.

LG's laundry solutions, including washing machines and dryers, gently clean and refresh materials to minimize fabric damage and extend clothing's lifespan. The LG Clothing Care Solution appliances also save energy and reduce water consumption.

*Mara Hoffman was one of the designers featured in the LG x Net-A-Porter Sustainable Collection*

For a conscious clothing collection geared towards the new generation of appliances, LG and Net-A-Porter enlisted three sustainable fashion brands: Le Kasha, Mara Hoffman and Bondi Born.

The designers mindfully used 100 percent natural and organic textiles to limit the pieces' human and environmental impact. Each participant created their first entirely machine-washable capsule collections, emphasizing durability and generating zero waste, according to LG.

Available exclusively on Net Sustain, the LG x Net-A-Porter Sustainable Collection includes dresses, skirts, tops and swimsuits. A portion of the proceeds will be donated to environmental organizations.

Net Sustain launched in early 2019 with 26 brands and more than 500 products that meet at least one of Net-A-Porter's

sustainability criteria. To be featured on the vertical, brands must at least one attribute such as reducing environmental impact during production or using responsibly-sourced or regenerated materials ([see story](#)).

"As a world leader in wardrobe care solutions we feel we have a responsibility when it comes to environmental sustainability and partnering with Net-A-Porter raises our credibility exponentially," said Dan Song, president of LG Electronics home appliance and air solution company, in a statement. "Through innovative products and initiatives LG is demonstrating its deep commitment to making the world a better place and ensuring that life's good now and long into the future."

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