

RETAIL

Net-A-Porter celebrates escapism with summer campaign

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The "Lift Me Up" campaign aims to give consumers a sense of escape courtesy of Net-A-Porter

By NORA HOWE

Online retailer Net-A-Porter is aiming to reflect consumer optimism and positivity in its new high-summer 2021 campaign, "Lift Me Up."

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#WelcometoParadise, Net-A-Porter's social media franchise, presents a collaboration with six creators from its global community of women #TheNetwork. From their favorite local hot spots to their summer wardrobe must-haves, each creator will share their local version of paradise' from Amsterdam, Ibiza, Miami, Sydney, Los Angeles and Vancouver.

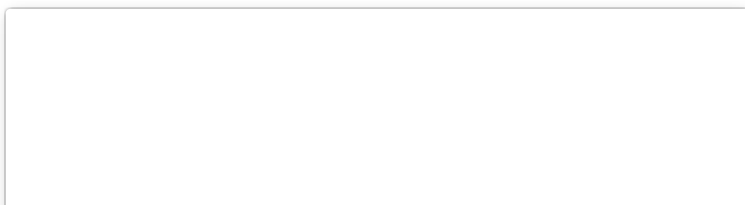
"This exciting new feature allows followers to view the creators' insider secrets and summer picks all in one place," said Lea Cranfield, chief buying and merchandising officer at Net-A-Porter, London.

"Kicking off with Miranda Makaroff in Ibiza, we will see five more talents and locations highlighted over the next few weeks," she said. "This campaign also marks the official launch of our UGC page which will be going live on May 31, bringing together shoppable content and style inspiration from our community of talents, influencers, editors and more all in one place."

Lift Me Up

At a time when international travel is still restricted for many, the creative campaign imagines an abstract feeling of escapism through gradients of vivid colors and bright horizons, giving rise to a feeling of adventure and joy.

The uplifting content will be promoted across the retailer's Instagram guides, giving users an inside look at each of the creator's lives.



[View this post on Instagram](#)

A post shared by MIRANDA MAKAROFF (@mirandamakaroff)

The campaign will also see the launch of Net-A-Porter's new dedicated user-generated content (UGC) page, which brings together localized, shoppable content and style inspiration for its audience of 9 million consumers.

The "Lift Me Up" campaign aims to evoke a sense of sun-drenched adventure and joyous escape through its latest collections, including High-Summer exclusive capsules from brands such as Balmain, Tom Ford, Christian Louboutin and more, and introducing Sindiso Khumalo, the newest addition to Net-A-Porter's Vanguard program.

Last month, New York-based fashion label Khaite unveiled its high summer 2021 capsule collection, created exclusively for Net-A-Porter. Grounded in optic whites, the collection features a palette of ivory, ecru and sand, aiming to accentuate the sense of ease that is at the heart of the brand and summertime ([see story](#)).

The campaign will be released through three phases: Lift Me Up' (May 10) to introduce the HS21 season, Summer Occasion Dressing (May 24) for a return to dressing up and Chic in the Heat (June 21), which reignites a vision of travel and adventure.

While Khaite, Sindiso Khumalo, Dries Van Noten and Balmain have already launched on the platform, Christian Louboutin, Porte & Paire x Frankie Shop, Boyy, Tom Ford and Zimmermann are expected to launch within the next three weeks.

The new summer campaign follows the retailer's latest effort inviting fashion lovers around the world to rejoice in the thrill of dressing up with its "Ready-to-Wear?" campaign. Net-A-Porter's core mission is to bring joy to its community of women through the mood-lifting and transformative power of fashion ([see story](#)).

Breathing in new life

Whether due to the excitement surrounding warmer weather or a potential end in sight for the pandemic, luxury brands have been vibrantly celebrating the joys of life, self-expression and fashion.



Net-A-Porter's High-Summer 2021 campaign will continue through June. Image courtesy of Net-A-Porter

French fashion house Lanvin brought the glamour and entertainment of the past into the present with a short film for its fall/winter 2021 collection.

The short film emotes a celebration from start, highlighting a wide range of colorful and flashy Lanvin products and disparate materials in what feels like a music video and celebration from the early aughts used to symbolize fun and happiness that the future holds post-pandemic ([see story](#)).

U.K. retailer [MatchesFashion](#) encouraged consumers to embrace the optimism of fashion after an exhausting year combating the effects of the COVID-19 pandemic.

In a colorful film, the London-based retailer inspired self-expression through an appreciation of dynamic prints, patterns and colors. The "Express Yourself" campaign aimed to boost consumer moods despite the current state of the world ([see story](#)).

Like Net-A-Porter, brands are focusing on living life to the fullest and expressing one's truest self once health restrictions are lifted.

"The Lift Me Up' motto reflects our customers' sense of optimism and positive outlook for the future," said Ms. Cranfield. "The mood of the campaign is one of escapism.

"It is not tied to any literal summer-time situation, rather, to a more abstract feeling of escaping the reality, which we have all been feeling for quite some time now."

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