

HOME FURNISHINGS

Net-A-Porter expands home offerings, introduces sub-categories

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Shoppers can choose from new ceramic sets, crystal glasses, aromatic diffusers, decorative objects, throws and more. Image courtesy of Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Online retailer Net-A-Porter is helping consumers curate their living oases as they spend more time inside than ever.

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The retailer is introducing new home furnishing must-haves with additional information on how to style them. Net-A-Porter has expanded its home offerings, introducing new sub-categories including tableware and designer exclusives.

Net-A-Porter necessities

Since launching homeware offerings in November 2020, the category has grown by nearly 200 percent.

Last year, Net-A-Porter unveiled a lifestyle hub on its platform just in time for the holidays as it looked to capitalize on affluent's desire to nest amid the lingering pandemic.

Ceramics, throws, books, technology and fragrances are some of the items on offer as part of the new decorative objects and soft decor sections of the retailer's site. All of the design items featured are meant to make homes cozy and tranquil at a time when consumers are looking to splurge on brightening up their living rooms as a mental escape for difficult times ([see story](#)).



Offerings include home fragrances from Spanish house Loewe. Image courtesy of Net-A-Porter

Consumers can currently choose from ceramic sets, crystal glasses, aromatic diffusers, decorative objects, throws and more.

New products include exclusives from La DoubleJ and exclusive throws from Gabriela Hearst and JW Anderson.

Affluents looking for aromatic offerings will find diffuser options and more from Loewe Home Scents, Dr. Vranjes Firenze, Cire Trudon and more. Tableware brand offerings include L'Objet, Vanderohe Curio, Ginori, Nimerology, Laetitia Rouget and more.

Some home exclusives include a JW Anderson x Magdalene Odundo Throw & JW Anderson x Shawanda Corbett Throw; The Embodied ritual kit from The Ritual; Vanderohe Curio Small dgrad glass vase & Large dgrad glass vase; Jia Jia crystals and more.

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