

RETAIL

Net-A-Porter celebrates International Women's Day

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The new Incredible Women podcast episodes will become available March 8. Image courtesy of Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Luxury online retailer Net-A-Porter is honoring the beginning of Women's History Month and empowering women with the launch of the fourth season of its "Incredible Women" podcast.

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The new season, titled "The Disruptors" will debut on March 8 and celebrate innovative and inspiring women across fashion, journalism, entertainment, music, art and more. In each episode, Net-A-Porter's content director Alice Casely-Hayford and fashion director Kay Barron host conversations with Laverne Cox, Supriya Lele, Yalda Hakim and Arlo Parks.

"It's been such a privilege to sit down and talk to this group of inspiring women who are effecting meaningful change," Ms. Casely-Hayford said in a statement.

"We hope that by sharing their intimate stories about their lives and careers and how they're challenging the status quo, our audience will come away feeling motivated for the future."

Empowering women

The guests explore the moments that have shaped their lives and careers, including their greatest challenges, successes, passions and lessons they have learned along the way.

Each woman also reveals the individuals they admire and who they see as disruptors of change this year.



Net-A-Porter honored women in 2020 with a charitable collection of T-shirts. Image credit: Net-A-Porter

Net-A-Porter will donate one dollar for every first listen of the first episode of the podcast series, during the first week of its release. Donations will be made to its charity partner Catalyst, a global non-profit organization that works with more than 800 companies around the world to build workplaces for women and help advance them in their careers.

To reinforce the theme of "paying it forward," Net-A-Porter encourages its community of women within its network to shine a spotlight on emerging changemakers via Instagram Stories.

In 2020, Net-A-Porter celebrated International Women's Day and its 20th anniversary as well by selling exclusive T-shirts whose proceeds were donated to Women for Women.

The effort was aimed at affluent consumers looking for purpose in their shopping experience. For the program, Net-A-Porter asked 20 iconic brands and female designers to create T-shirts.

Stella McCartney, Gabriela Hearst, Alexa Chung, Isabel Marant, Amina Muaddi, Carine Roitfeld, Jimmy Choo, Rotate, Bernadette, Rosie Assoulin, St. Aud, The Attico, The Range, The Frankie Shop, Ganni, Nanushka, Charlotte Tilbury, Cecilie Bahnsen and Roxanne Assoulin joined in for the Net-A-Porter x Ninety Percent line ([see story](#)).

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