

RETAIL

Net-A-Porter taps Jacquemus for vacation-ready capsule

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The Net-A-Porter x Jacquemus campaign was inspired by classic beach photography. Image courtesy of Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Luxury online retailer Net-A-Porter has tapped French fashion label Jacquemus for an exclusive capsule collection.

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Designed by label founder Simon Porte Jacquemus, the 23-piece **Net-A-Porter x Jacquemus** capsule is inspired by Palm Springs. For the campaign, Net-A-Porter took to a sandy white beach, recalling several pieces of sunny artworks.

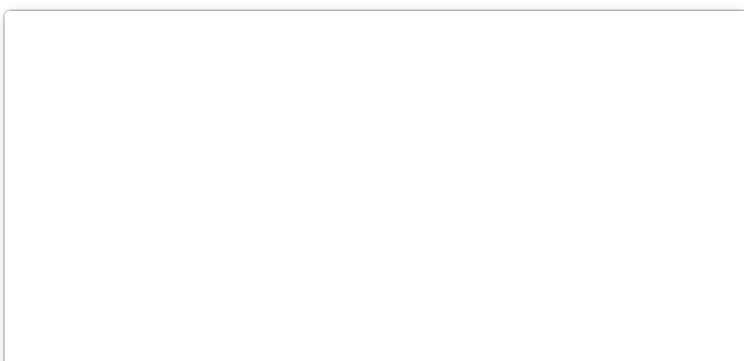
"Our customers love Jacquemus for its standout and design-led aesthetic, which is represented throughout this capsule," said Lea Cranfield, chief buying and merchandising officer at **Net-A-Porter**, in a statement.

"We're thrilled to provide them with this ultimate vacation wardrobe, in fabrications and silhouettes that can only be achieved at the hands of Simon, whose vision for color and sense of playfulness is pure genius."

Fun in the sun

The collection includes effortless, draped ready-to-wear pieces, handbags, accessories and swimsuits. The color scheme is dominated by shades of pink and green.

Prices range from \$95 to swimsuit separates to \$1,405 for a cutout mini dress. Other standouts include cold-shoulder linen blouses, breezy wide-legged pants and colorful bucket hats fit for a beachside vacation.



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A post shared by NET-A-PORTER (@netaporter)

The Net-A-Porter x Jacquemus is now available

Inspired by Italian photographer Massimo Vitali and the Sun & Sea opera and art installation by Rugil Barzdiukait, Vaiva Grainyth and Lina Lapelyt, Net-A-Porter photographed the collection on a beach with playful overhead shots.

The retailer previously featured Jacquemus in its spring/summer 2017 campaign ([see story](#)), but this is its first partnership with the French brand. Its sensual styles have proven popular with celebrities including Dua Lipa, Rihanna and Cardi B.

Net-A-Porter also works to uplift emerging designers through its Vanguard program.

The Vanguard debuted in September 2018, and has since identified emerging designers twice a year along the traditional cycle of the fashion calendar. In addition to being sold on Net-A-Porter's ecommerce site, the brands benefit from a mentorship experience ([see story](#)).

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