

MULTICHANNEL

Net-A-Porter pulls out all stops to launch Karl Lagerfeld collection

January 24, 2012



By KAYLA HUTZLER

Online retailer Net-A-Porter is looking to create a stronger connection with its fans and drive sales by hosting events in major cities worldwide to celebrate the exclusive launch of Karl Lagerfeld's namesake collection.



The London-based luxury retailer is using email marketing to send invites to its newsletter subscribers and customers for a special window shopping experience in their local city. Net-A-Porter has been pulling out all the stops to build the hype surrounding the new line including its own mobile application and social media efforts.

"To engage and influence consumers requires creating a personal relationship," said Chris Ramey, president of [Affluent Insights](#), Miami. "As powerful as the Internet is, it does not compare to literally touching someone.

"Affluent consumers will attend [the events] and the lesson for marketers is that events are, today, one of the most important opportunities to connect, engage, create and move clients and customers," he said.

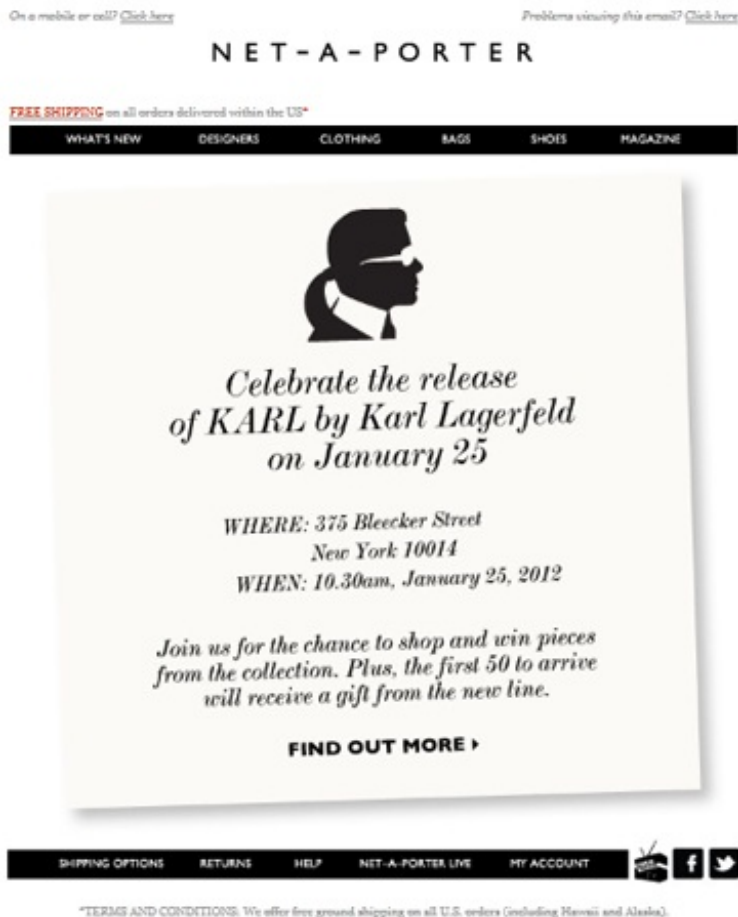
Mr. Ramey is not affiliated with Net-A-Porter, but agreed to comment as a third-party expert.

[Net-A-Porter](#) declined to comment for this article.

Net-A-Party

Net-A-Porter sent an invitation to its email database last week that alerted fans to a launch event for the upcoming Karl Lagerfeld collection.

The email subject read, “You’re invited to the launch of KARL in…” the fan’s nearby participating city.



Net-A-Porter, which has no physical retail stores, is hosting window display-based events in Paris, London, New York, Berlin and Sydney.

All of the events are scheduled for tomorrow, the day of the collection’s launch.

Inside the body of the email is a large black-and-white profile sketch of Mr. Lagerfeld’s head along with the where and when details for the particular city.

The explanation reads, “Join us for a chance to shop and win pieces from the collection. Plus, the first 50 to arrive will receive a gift from the new line.”

Consumers are invited to click-through to the retailer’s Web site to see a full list of the worldwide events, the closest subway or bus stations to the location and also can receive information on buying the collection.

NET-A-PORTER FREE SHIPPING on all orders delivered within the US

WHAT'S NEW DESIGNERS BOUTIQUES CLOTHING LINGERIE BAGS SHOES ACCESSORIES MAGAZINE GIFTS

YOU'RE INVITED!
JOIN US FOR THE LAUNCH OF KARL
In London, Paris, New York, Berlin and Sydney

Come celebrate with us and shop KARL around the globe on January 25 (January 26 in Sydney). You will have the chance to win pieces from the collection and one lucky fan in each location will win a \$1,500 shopping spree at NET-A-PORTER.COM. The first 50 to arrive will receive a gift from the new line. Plus, Karl Lagerfeld himself will be making an appearance in Paris.

FIND YOUR NEAREST LOCATION BELOW

PARIS
 WHERE: St Germain, Paris
 THE CUBE: Place Saint-Germain des Près
 THE SHOP: 176 Boulevard St Germain 75006 Paris
 WHEN: 4:30pm, January 25
 Nearest metro: Saint-Germain-des-Près

NEW YORK
 WHERE: 375 Beecker Street New York 10014
 WHEN: 10:30am, January 25
 Nearest subway station: Christopher St - Sheridan Sq

BERLIN
 WHERE: Tauernstrasse 14 Berlin
 WHEN: 4:30pm, January 25
 Nearest U-Bahn-Station: Französische Straße or Stadtkönigs

LONDON
 WHERE: Unit 3, Covent Garden Market London WC2E 8RF
 WHEN: 3:30pm, January 25
 Nearest underground station: Covent Garden

SYDNEY
 WHERE: 178 Campbell Parade Bondi Beach, Sydney, NSW 2026
 WHEN: 12pm, January 26
 Nearest train station: Bondi Junction

TUNE IN TO NEWSFLASH FOR THE LATEST ON THE LAGERFELD SAGA

To create more buzz, Net-A-Porter has announced that Mr. Lagerfeld will be attending one of the window events being held in Paris.

Additionally, one attendee will receive a \$1,500 shopping credit to Net-A-Porter.

The window display that is at the center of the event will feature related editorial content from Net-A-Porter as well as the chance to shop Karl items from the collection as they become available.

Using the Aurasma technology found in the Find Karl app by Net-A-Porter, consumers will be able to scan and shop looks from the collection when they appear in the window.

All other consumers will be able to shop the collection from the retailer's Web site on the same day.

Chanelling Karl

Net-A-Porter has been building the hype surrounding the launch of the Karl Lagerfeld collection over the past few months.

For example, the mobile app was released last month ([see story](#)).

The Find Karl app is separated into four sections by a rotating cube that acts at the app's homepage.

Mobile users can choose from a gaming feature, a sneak-peek screen, an Aurasma technology scanner and a picture-taking function.

The Find Karl game and the "Karl-ify" yourself picture tool both boast a grand prize of a \$1,000 credit to Net-A-Porter.

Additionally, the online retailer has created a special tab on its Web site to provide further information about the various Karl campaign components.

For example, the "Karl's Kult" tab contains information on the contests, a sneak peek at the collection, a list of high scores from the mobile games and a news flash video section.

The news flash section features mock news broadcasts relating to the Karl collection. The

first show claimed that the Karl Lagerfeld collection had been stolen.

The latest episode, which was posted last week, reported that Net-A-Porter is rumored to have something to do with the missing collection and that Mr. Lagerfeld had been spotted in Paris.



Overall, the online retailer has created an event surrounding the launch of the collection, making it something that fans around the world are anticipating.

Including a physical event that brand loyalists can attend will likely help to create a stronger relationship between the solely online retailer and its global fanbase.

“This all underscores the many brands who are partnering with each other,” Mr. Ramey said. “The affluent do not want to be sold but they do want to be informed.

“I think we will see a dramatic increase [in sales] because building a relationship is essential to sustaining business,” he said. “As an Internet marketer [Net-A-Porter] knows where its customers are and so it knows where its strengths and weaknesses are.

“The opportunity to pinpoint customers in context to your objectives is important.”

Final Take

Kayla Hutzler, editorial assistant on Luxury Daily, New York

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