

RETAIL

YNAP launches care and repair service with The Seam

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The Seam brings an extensive network of makers to Net-A-Porter's aftercare launch. Image credit: Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Richemont-owned Yoox Net-A-Porter (YNAP) is furthering its commitment to circularity with the rollout of a new service.

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Starting today, U.K. clients of Net-A-Porter are able to take advantage of a new care and repair initiative, aimed at extending the life cycle and wearability of luxury goods. YNAP-owned platforms Mr Porter and The Outnet shoppers will benefit from the new partnership with U.K.-based clothing repair and alterations expert The Seam by spring 2023.

"We believe that beautiful fashion from past seasons can be a building block of our customers' future wardrobes," said Alison Loehnis, ad interim CEO of **Yoox Net-A-Porter**, in a statement.

"Net-A-Porter, Mr Porter and The Outnet are renowned for curating the most exciting luxury fashion and we take pride in offering tips and tools to make these pieces last," Ms. Loehnis said. "Our care and repair service, in partnership with The Seam, is designed to ensure that the pieces our customers buy from us can be cherished for years to come."

Circle of life

The Seam, in what is its first foray into luxury retail, brings with it a vast network of tailors from throughout the U.K. These specialized groups of "Makers" will serve customer repair and alteration needs across all three platforms.

Customers who visit Net-A-Porter's "Repair and Rewear" page will be asked to engage in a three-step process. They will first determine whether they require an alteration or a repair, from there getting paired with a maker from within The Seam's network, before choosing between visiting the maker's studio or having the maker come to their home.

Services offered include bespoke customizations, zipper replacement, and sneaker cleaning. Repairs are available across knitwear, handbags, footwear, jewelry and beyond.



[View this post on Instagram](#)

A post shared by The Seam (@the.seam.uk)

Completion is estimated to take between seven and 10 days, with express options offered where available.

In addition to promoting sustainable behavior, the three platforms aim to create a sense of community with this venture. This new launch follows Net-A-Porter's resale efforts across its platforms.

In October 2021, the luxury retail platform partnered with resale technology provider Reflaunt, allowing customers to resell pre-loved ready-to-wear, handbags, shoes and jewelry items ([see story](#)).

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