

INTERNET

Net-A-Porter asserts style authority via weekly shoppable magazine

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By TRICIA CARR

Online retailer Net-A-Porter is asserting its expertise on the fashion industry through a new weekly online magazine that could help to boost brand retention among trendy consumers.

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The women's magazine called "The Edit" will focus on fashion, beauty and culture. Net-A-Porter is likely to boost sales through this effort since most items shown in the magazine are linked to where they can be purchased on the site.

"Editorial is extremely important for a number of reasons for retailers like Net-A-Porter," said Brittany Mills, director of client services at [B Culture Media](#), Atlanta.

"Editorial content provides greater engagement and sharability for their brand," she said. "Users want to read and share with their networks."

"It also helps brands like Net-A-Porter to create a bigger base of advocates who are now able to relate and engage with their brand in a new way."

Ms. Mills is not affiliated with Net-A-Porter, but agreed to comment as an industry expert.

[Net-A-Porter](#) did not respond before press deadline.

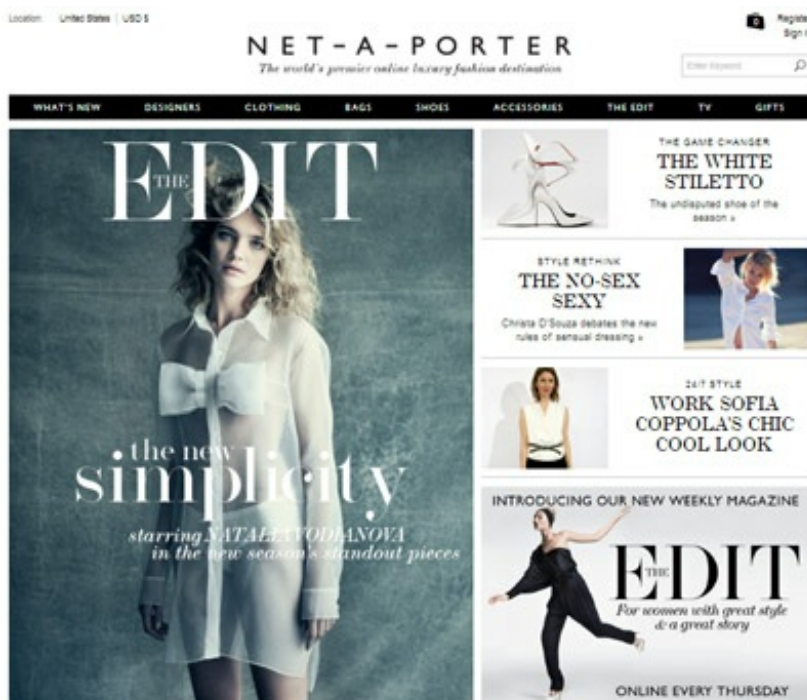
Hot off the press

Net-A-Porter presented its email list Feb. 7 with the first issue of The Edit. Recipients could click to read the entire magazine on Net-A-Porter.com.



Email

In addition, promotions for The Edit took up the majority of the above-the-fold space of the Net-A-Porter homepage.



Homepage

The magazine platform allows users to scroll through horizontal pages with the arrows on

the left and right of the screen.

The Feb. 7 issue is 33 pages including those that contain ads, a preview of next week's magazine, a link to shop the magazine pages and the masthead.

The first feature – one that is likely to appear in future issues – is “The List.” It features people, places and trends chosen by the editors.



The List

The cover story is on Russian model Natalia Mikhailovna. The article comprises seven images of the model in this season's white apparel and a write-up on her personal and professional life.



Cover story

One part of the article states, “We begin, naturally, with shoes. Vodianova is wearing a pair of chic gray pumps from a line she has designed for the Russian footwear retailer Centro, available to buy this spring at Net-A-Porter.”

The “Runway to Real Life” feature is the magazine’s “regular style masterclass,” according to the issue. This week’s article features fashion editor Kim Hervo and includes a video.



Jason Wu

Competitors beware

Net-A-Porter is likely stepping up to its competitors in the online space with its weekly magazine since quite a few luxury retailers offer editorialized content and shopping guides.

For example, department store chain Saks Fifth Avenue is upping its email strategy to cater to fashion-minded, female customers through a new monthly, product-focused newsletter.

The first volume of The Trendcaster newsletter was sent out to Saks' list Jan. 9. The newsletter presents one must-try trend of the season as well as three additional trends and links to a page on Saks' ecommerce site that pushes specific products ([see story](#)).

In addition, Barneys New York redesigned its Web site last year to be a social setting where consumers can make shopping lists, share favorites and shop user-recommended products, a move likely to distinguish the retailer from its competitors.

As a part of the site redesign, Barneys is promoting shopping lists by a group of celebrities and style experts called The Influencers. These included Barneys creative ambassador at large Simon Doonan, fashion designers Mary-Kate and Ashley Olsen, Sea of Shoes blogger Jane Aldridge and stylist Keegan Singh.

Net-A-Porter's latest editorial effort will help it meet competitors by showing its expertise in spotting trends and giving direct access to purchase products through the magazine, per Ms. Mills.

"It will help to create stronger relationships with their audiences and help them be a true leader in the fashion industry," Ms. Mills said.

"With a weekly digital magazine, they are now able to provide engaging content directly to turn occasional readers into weekly advocates," she said.

Final Take

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