

MOBILE

Net-A-Porter targets party-goers in new online, mobile segmented push

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Net-A-Porter is reaching out to a distinct segment of consumers with the appearance of its Party Boutique, featured within its digital magazine.



Consumers can view the ecommerce magazine via Net-A-Porter's iPhone or iPad application or on the Web. The Party Boutique targets party-goers and offers a line of Studio 54-style clothing.

"I think [the iPad] is a fantastic platform for luxury advertisers," said Todd Bowman, senior vice president of sales at appssavvy, New York. "The Web is challenging for luxury brands because it doesn't have luxury aesthetics.

"But the iPhone and iPad have the ideal aesthetics," he said. "Fashion is always about how brands are reflected.

"Now you can segment on a key audience which creates a higher concentration and you can reach a higher amount of fashion forward people."

Mr. Bowman and Appssavvy did not build the Net-A-Porter application and agreed to comment as a third party source.

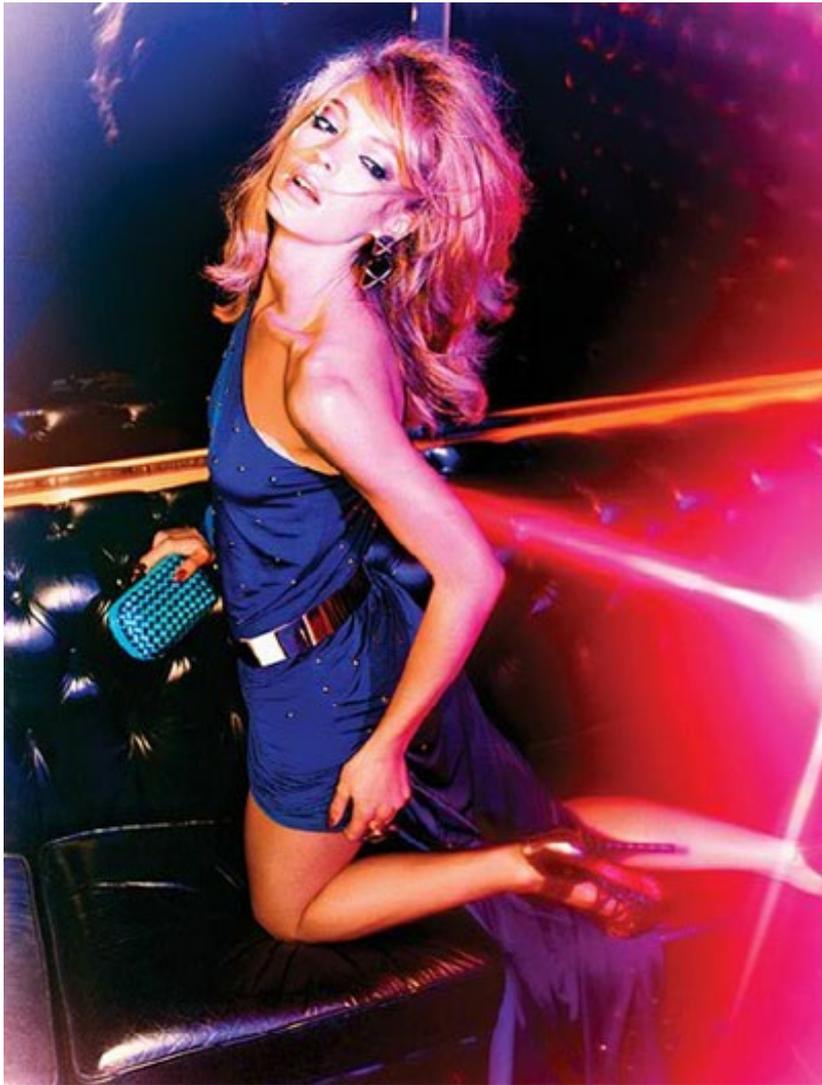
Net-A-Porter is luxury brand retailer, featuring more than 300 designers including Chloé, Marc Jacobs, Burberry, Miu Miu and Stella McCartney.

Start a party

The Party Boutique narrows down the already segmented audience by targeting strictly party-going, fashion-forward consumers.

It features items such as a Halston Heritage striped faux fur coat, retailing at \$595, a Marc Jacobs sequin and leather clutch, retailing at \$1,095 and a Stella McCartney satin dress, retailing at \$1,345.

Users can scroll through a photo campaign within the Party Boutique.



One of the images within the Party Boutique

By tapping on select pieces featured within each image, users are taken to a product page where they can learn more information via the Editor's Notes tab, view product details and sizing and have the option of completing a purchase.

"From a demographic standpoint, the [consumers Net-A-Porter is targeting] are people with a disposable income and early adopters," Mr. Bowman said.

The Party Boutique also features a video clip of the Party Boutique photo shoot.

Net-A-Porter began promoting the Party Boutique earlier this week via emails to a list of dedicated subscribers.

iPromotions

The retailer began making a digital and social name over the summer by partnering with New York Magazine. The team launched a social media page in time for New York Fashion Week after launching a digital version of its magazine ([see story](#)).

The ecommerce magazine is available for free from the Apple App store and features all of the print publication's editorial content.

Other fashion designers have begun to step up to the digital era, as well. Salvatore Ferragamo sent out a promotional email to a list of dedicated subscribers pushing its W bag via a video ad ([see story](#)).

For brands like Ferragamo, banner ads don't quite cut it. By advertising in the digital sense, they can utilize the full page, which boasts a similar feeling to glossy print magazine ads.

This keeps marketing coherent and is ideal for luxury brands, unlike Web and television ads.

"Fashion is heavy on images and these are devices built on images," Mr. Bowman said. "Mobile and social has been challenging for that category because it doesn't have ideal demographic.

"I think the fastest growing category in digital is going to be fashion, almost every other category has spent a large percent of their budget on digital," he said.

"I think they are next and this is the segue that they have all been looking for."

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