

INTERNET

## Net-A-Porter targeted last-minute shoppers with same-day delivery

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By SARAH JONES

Online retailer Net-A-Porter extended its same-day delivery service in the New York area just as consumers were worried about receiving all of their purchased gifts in time.

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Net-A-Porter pushed back the cut off time for its same-day delivery to 10 a.m. on Christmas Eve, giving consumers another retail option for their last-minute gift purchases. By offering speedy expedited delivery, Net-A-Porter was able to compete with bricks-and-mortar retailers for the holiday shopping rush in the days before Christmas.

"This is a case of luxury following mass standards," said Chris Ramey, president of [Affluent Insights](#), Miami, FL.

"Shopping on Christmas Eve is rarely a pleasure," he said. "This solves problems.

"It opens doors to add one 'last' gift. Giving more is part of the tradition."

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

[Net-A-Porter](#) was unable to comment directly.

Fast fashion

Net-A-Porter offers same-day delivery to consumers in the greater New York City area,

including Manhattan, Brooklyn and Queens, as well as select towns in Bergen County, NJ and Westchester County, NY.

As Christmas drew closer, Net-A-Porter told its consumers that they could order as late as 10 a.m. on Christmas Eve to get their presents delivered to their door within hours.

Net-A-Porter wanted consumers to be able to avoid the hectic stores and spend more time with their families at home during the days leading up to Christmas, said Allison Loehnis, Net-A-Porter president, in a brand statement. Ms. Loehnis also mentioned that gifts arrive packaged and do not require additional wrapping.

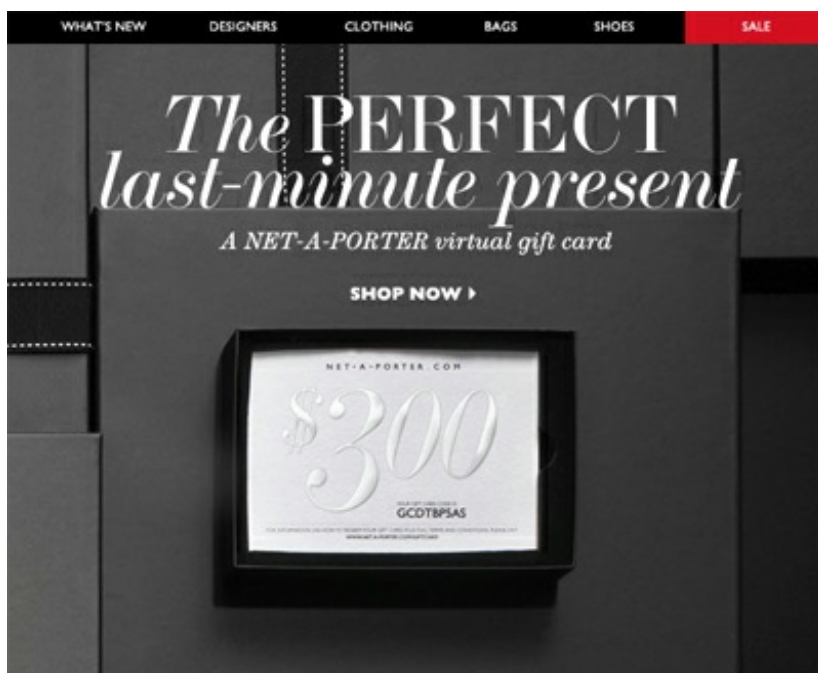
Net-A-Porter followed up its announcement of same-day delivery with emails to its subscribers.

An email sent out on Dec. 22 told consumers there was “still time to shop,” and lead with links to delivery information. The email also included a large tile at the bottom of the email about holiday shipping.



*Email from Net-A-Porter*

Another email closer to the holiday told consumers of the “perfect last-minute gift,” a Net-A-Porter virtual gift card. This email was a way for Net-A-Porter to reach those consumers not living within the same-day delivery radius.



*Email from Net-A-Porter*

Also for those consumers living outside the greater New York City area, Net-A-Porter promised Christmas delivery if they ordered by 3 p.m. on Dec. 23.

Net-A-Porter also tweeted about its delivery option to its followers, letting them know they could order as late as Dec. 24.

### Elevated convenience

Net-A-Porter has previously catered to its New York City consumers with expedited shipping options to make their shopping easier.

For example, the retailer boasted its same-day delivery service for customers in the Hamptons through out-of-home advertising on plane banners that flew over the area.

Net-A-Porter partnered with Standard Hotels' private air charter service StdAIR to make same-day delivery possible. Net-A-Porter is likely to catch the attention of Hamptons-goers by flying a banner on a plane around the area ([see story](#)).

In retail, ecommerce sites and bricks-and-mortar stores competed for consumers' business this holiday season with online shopping options.

Bricks-and-mortar retailers are having to compete with online retailers such as Amazon for the holiday shopping season, and they are finding new ways to get consumers to shop with them.

A number of department stores offer click-and-collect services where consumers can order items online and pick them up in-person in-store and, in most cases, with no delivery fee. By doing this, stores are able to merge the ease of online shopping with speedier return, getting consumers to visit their stores in-person for convenience ([see story](#)).

This strategy allows Net-A-Porter the opportunity to stand out from its competition by bringing convenience to its consumers, and has the opportunity to expand the service.

"There is a market beyond the New York metro area that desires to be served," Mr. Ramey said. "Fulfilling that demand drives revenue and loyalty.

"At some point you either deliver product or you can't," he said. "The latter eliminates you from consideration."

### Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

I thought on “Net-A-Porter targeted last-minute shoppers with same-day delivery”

1. **Lee Salisbury** says:

**January 24, 2014 at 10:52 am**

This is a wise move by Net-A-Porter. There are people who are too busy and really need this service; naturally, there are also people who prefer to do shopping at the last minute.

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