

INTERNET

Net-A-Porter sells Peter Pilotto for Target line to reach aspirational consumers

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By SARAH JONES

Luxury ecommerce site Net-A-Porter.com will be carrying select pieces from British fashion brand Peter Pilotto's lower-priced line it created for Target.

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The Peter Pilotto for Target line will hit Net-A-Porter Feb. 9, but the retailer is already publicizing the collection through social media. With this collection retailing for a fraction of the cost of other Net-A-Porter merchandise, the online retailer will be able to reach a more aspirational consumer base, but the move may also dilute the Web site in the eyes of its core customers.

"This is an extremely strategic move as Net-A-Porter saw how well the Phillip Lim 3.1 collection did when launched at Target as it provides an outlet to a different demographic in a more affordable luxury market," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

"Regarding the brand, this opportunely opens them up to an international market and provides a larger reach for brand recognition and awareness," she said.

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

Net-A-Porter did not respond by press deadline.

Fashionably discounted

Peter Pilotto is a young British label designed by Peter Pilotto and Christopher De Vos. Peter Pilotto's line for Target reflects the designers' aesthetic, incorporating digital prints in bright colors.

The label designed approximately 70 pieces for Target, including dresses, skirts and swimwear. The apparel ranges in price from \$14.99 to \$79.99, and the accessories will retail between \$16.99 and \$39.99.

Select pieces from Peter Pilotto's line will be available on Net-A-Porter on Feb. 9, the same day the collection launches in Target stores and on Target.com.

These designer collaborations typically generate a lot of interest among aspirational consumers, because it allows them to own a piece designed by a high-tier fashion brand at a much lower price point.

Net-A-Porter has admired Target's designer collaborations, and saw this as an opportunity to offer its consumer base affordable fashion from the design duo, per a branded statement.

Net-A-Porter is not the only high-end retailer to carry a designer discount line. British retailer Selfridges sold Isabel Marant's collection for H&M in November.

Lean toward low-price

Lower-price lines are a way for brands to reach a younger demographic, which may generate luxury consumers down the road.

For instance, U.S. fashion label Oscar de la Renta looked to reach a wider consumer base with a capsule collection designed for Net-A-Porter's outlet ecommerce site The Outnet.

The Outnet chose Russian fashion editor Miroslava Duma, a street style staple at fashion weeks around the world, to be the face of the collection, giving its followers hints of pieces with multiple Facebook posts before the line hit Dec. 17 ([see story](#)).

Department store chain Saks Fifth Avenue rounded out its omnichannel offerings with the launch of its discount store Saks Fifth Avenue Off 5th's ecommerce site that is likely to attract aspirational consumers and possibly create brand loyalists.

The Saks Off 5th ecommerce site, launched Sept. 30, sells luxury merchandise at 55 percent lower than the initial retail price available from Saks Fifth Avenue. By slashing prices in-store or through an outlet store retailers may see a spike in interest from consumers who are not yet affluent enough to purchase at full price ([see story](#)).

Reaching aspirational consumers when they are not yet able to afford luxury items can create a loyal shopper in the future once she has a larger discretionary income.

“This user acquisition tactic by targeting the aspirational market on Net-A-Porter truly embraces brand loyalty,” Ms. Strum said.

“By developing out their community, Net-A-Porter is able to focus on a strong culture and their current clientele's's desire to purchase their higher priced items,” she said.

Final Take

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