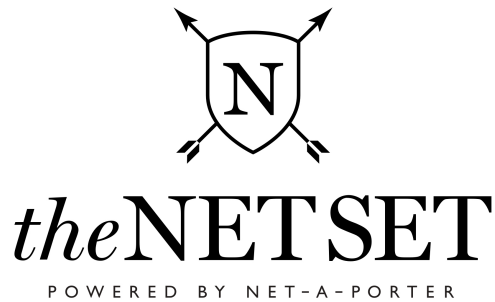


THE NET-A-PORTER GROUP LAUNCHES



THE SOCIAL SHOPPING NETWORK WE HAVE ALL BEEN WAITING FOR

During the golden age of airplane travel, a new social set emerged. They were defined by their love for adventure and high society style and were known as the “Jet Set.” Today, we are living the golden era of digital exploration, where connectivity is instant and the world mingles on the mobile web. From today, the most fashionable of these will be known as The NET SET.

The NET SET is THE NET-A-PORTER GROUP's first venture in uniting its social media, fashion and shopping communities in one place. Built for the iPhone, iPad and the Apple Watch, The NET SET instantly links the most fashion-savvy consumers, personalities, style leaders, curators, designers and brands in real time, inviting them to share their style, their loves and their inspirations instantly and effortlessly. The app is fully shoppable and has created a first-of-its-kind social environment, allowing luxury brands to actively manage a real-time social dialogue and relationship with NET-A-PORTER's affluent and engaged global fashion consumer.

NET-A-PORTER currently attracts more than 6 million unique monthly visitors and has built a community of over 4.1 million fans and followers across 9 social media channels, with the majority interacting on Facebook, Instagram, Google+ and Twitter. The NET SET offers these digital fashion consumers a social network that is as stylish as they are.

What can you do on the app?

- DISCOVER a live feed of the luxury fashion items and content trending across the globe
- COMMENT, ADVISE and RECOMMEND items and content to friends and admirers
- UPLOAD and SHARE items and images that define their style
- ADMIRE and ENGAGE with style icons, fashion designers and brands
- INSPIRE and BE INSPIRED by personalized “LOVE LISTS”
- FIND and CREATE shoppable style matches to any image using built-in visual recognition technology
- JOIN and CREATE Style Tribes to further personalize the shopping experience
- CREATE a stylish profile that others can see and admire
- ADMIRE friends and other stylish members and use their fashionable eye to keep up with the latest trends
- SHOP 350+ of the world's most sought after fashion collections with world class customer service and global overnight delivery to 170 countries, plus same day delivery in Manhattan, London and Hong Kong.

What are the exclusive features?

The Style Council

An exclusive and elite group comprising the most stylish and influential style icons in the world. An invitation only group who will be on hand in real time to inspire The NET SET users who can also engage directly with them, as if they were shopping together.

Style Tribes

An infinite set of user curated clubs that group themed content, products and brands around our stylish members' personal tastes, such as Monochrome, Double Denim and Rock Chic. This enables the community to discover other like-minded users who share the same style affinity to further personalize the shopping experience. Style Tribes include Double Denim, Leopard Lover, Black is the new Black, The Bohemians, Party Girls, Fashion Magpie, Grey on Grey, Modern Lady, Just Pink and more.

Brand Hubs

Each designer stocked on NET-A-PORTER.COM will receive their own brand portal on The NET SET. For the first time, brands are able to interact directly with NET-A-PORTER's customer base. They will have a two way dialogue with the most affluent, style conscious, global consumers in the world in real time. Brands will be able to post content, comment on and 'love' products, join tribes and admire other users and brands.

Who is behind the app?

The NET SET was built by NET-A-PORTER's in-house technology experts:

Sarah Watson, Vice President, The NET SET says: "Working on THE NET SET has been an incredible experience. It all began as a secret start-up project within the NET-A-PORTER GROUP with the goal to re-imagine NET-A-PORTER for the mobile and social world we now live in. Everything we do at NET-A-PORTER is with the customer in mind; we know she is social, tech-savvy, loves fashion, expects world class service and wants to be able to shop the best edit. We have been building award-winning shopping apps for NET-A-PORTER since 2009 that focus on our fashion authority and globally renowned edit, but this is the first time we have re-defined the shopping experience with the consumer as curator."

Alexandra Hoffnung, Creative Director, The NET SET says: "Our task was to come up with an app that would allow our customers to socialize while they shop and view items in a new way. The NET SET has its own design language that incorporates iOS8 features with our own direction, so while being stylishly on-brand it also feels fresh and modern and works seamlessly alongside the NET-A-PORTER brand too. Its slick, user-friendly interface provides quick visual cues, combining a social experience with a personal feel. We already have a long and exciting list of features we will be introducing over the coming months and will modify the app according to our community's desires so watch this space."

The NET SET will be available across iPhone, iPad and Apple Watch and will launch initially with an invite code from May 13, 2015.

#FindYourStyleTribes
#KeepUp
#TheNETSET
@NETAPORTER

For more information, on THE NET SET, please contact:
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NET-A-PORTER.COM

NET-A-PORTER.COM launched in June 2000 and has since established itself as the world's premier online luxury fashion destination. A pioneer of innovation; NET-A-PORTER speaks to a global monthly audience of 6 million female luxury consumers, fans and followers via the weekly shoppable digital magazine THE EDIT, powered by

NET-A-PORTER.COM, and PORTER Magazine, the game-changing luxury fashion magazine powered by NET-A-PORTER.COM that combines the intimacy of print with a state-of-the-art digital shopping experience and THE NET SET, the world's first shoppable social media platform powered by NET-A-PORTER.COM.

NET-A-PORTER is presented in the style of a fashion magazine, is renowned for its unparalleled edit comprising more than 390 of the world's most coveted designer brands, including Saint Laurent, Isabel Marant, Alexander McQueen, Givenchy, Valentino, Dolce & Gabbana, Gucci and Stella McCartney, over 130 specialist beauty brands within NET-A-SPORTER. NET-A-PORTER champions unparalleled customer service – offering express worldwide shipping to more than 170 countries (including same-day delivery to Manhattan, London and Hong Kong and next-day delivery to the UK, US, Germany, France, Australia and Singapore), a seamless shopping experience across mobile, tablet, desktop, email and telephone, luxurious packaging, easy returns and a multi-lingual customer care and personal shopping team that are available 24/7, 365 days