

NET-A-PORTER X GUCCI

NET-A-PORTER LAUNCHES THE FIRST EXCLUSIVE CAPSULE COLLECTION FROM GUCCI UNDER THE CREATIVE DIRECTION OF ALESSANDRO MICHELE.

Launching on NET-A-PORTER on May 12 2016, the 20-piece Gucci capsule collection comprises ready to wear, shoes and accessories featuring the eclectic designs for which the brand is renowned and celebrated.

The exclusive rose print, inspired by a 19th century tapestry, is the central motif, seen in double silk georgette across a three-quarter sleeve scarf blouse with pearl GG buttons, a pleated skirt with nude lining, a reversible cashmere and merino wool cardigan and across accessories, including the Dionysus shoulder bag, flat mules, a high heel pump and the Ace sneaker.

The Heron print is re-imagined for NET-A-PORTER in striking red and emblazoned onto a neoprene sweatshirt with lurex web stripe details. A heart-motif skirt suit in gaufré is finished with a leather pearl collar and contrasting necktie whilst floral patterns are seen embroidered on bleach washed denim, a sleeveless silk organza dress with patches and ribbon detail and a woolen pleated skirt.

Each piece in this exciting capsule collection speaks to the signature individuality and authenticity of the new Gucci woman.

Alison Loehnis, President of NET-A-PORTER and MR PORTER, comments: "Our customer cannot seem to get enough of Gucci. Working on the exclusive project has been a thrill and we're incredibly excited to be launching this global first on NET-A-PORTER. Alessandro has an immense talent and vision and as we've come to expect from him, the collection is exquisite"

Marco Bizzarri, Gucci's President and CEO, comments: "We were delighted to accept the invitation to participate in this unique collaboration. NET-A-PORTER has set the standard for online luxury fashion retailing, interpreting collections and bringing fashion to life in a uniquely engaging and compelling way. As a result, its clients are unquestionably some of the most knowledgeable and sophisticated in the marketplace."

The capsule collection launches globally on May 12th, exclusively at NET-A-PORTER.

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ABOUT 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.

GUCCI

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands, with a renowned reputation for creativity, innovation and Italian craftsmanship. Gucci is part of the Kering Group, a world leader in apparel and accessories that owns a portfolio of powerful luxury and sport and lifestyle brands. For further information about Gucci, visit www.gucci.com.