

NET-A-PORTER

MR PORTER

NET-A-PORTER & MR PORTER ANNOUNCE ENHANCED PERSONAL SHOPPING SERVICES FOR TOP CUSTOMERS

April 2017 (LONDON) – NET-A-PORTER, the world’s premier online fashion destination for women, and MR PORTER, the award-winning online destination for men’s style, are delighted to announce enhancements to their personal shopping services for top customers, EIPs “*Extremely Important People*,” beginning September 2017. Timed to the peak Fall-Winter shopping season, these will include a new try-on & wait premium delivery service and at-home shopping consultations.

The first of these to roll-out will be the new “*You try, we wait*” same-day delivery service set to launch in London in September, followed by New York and Hong Kong before the end of the year. EIP customers can request, through their personal shopper, the new “*You try, we wait*” service on any same-day order. EIPs can simply try on their order in the comfort of their home while we wait. Anything to be returned can be collected immediately.

In addition, “*NET-A-PORTER at home*” and “*MR PORTER at home*,” is a highly personalized series of one-on-one consultations also available upon request through NET-A-PORTER and MR PORTER personal shoppers. Following these consultations, EIPs will receive a curated selection of product and will be invoiced only for the items they choose to keep. This service will be also available to EIP customers in London, New York, Hong Kong and Los Angeles from September 2017 onward.

“Through our network of Personal Shoppers, we are thrilled to be offering these new best-in-class services to our most engaged and loyal customers around the world. We are committed to harnessing innovation to elevate the shopping experience, and ultimately seek to use a personalised touch to make the lives of our customers easier.”

Alison Loehnis, President, NET-A-PORTER and MR PORTER

NET-A-PORTER and MR PORTER Personal Shoppers are based in London, New York, Hong Kong, and Los Angeles; the latter being the most recent market where Personal Shoppers have been introduced as of November 2016. They work widely with NET-A-PORTER and MR PORTER EIP customers who are introduced to the program by invitation only. EIP customers are subject to loyalty benefits and services including: a dedicated personal shopper; global free shipping across NET-A-PORTER and MR PORTER; priority access to new arrivals and exclusives collections with the ability to reserve and pre-order; a complimentary *PORTER* magazine and MR PORTER *Post* subscription; and, regular shopping and lifestyle events.

NET-A-PORTER offers same-day Premier delivery in London, New York, Hong Kong, select zip codes in New Jersey and Connecticut, and a seasonal Summer service to the Hamptons. MR PORTER offers same-day delivery in all of these markets except Hong Kong.

For additional press inquiries please contact:

Gretel.Baron@net-a-porter.com

NET-A-PORTER, UK

Mark.Blundell@mrporter.com

MR PORTER, UK

About NET-A-PORTER

NET-A-PORTER 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 audience of female luxury consumers, fans and followers via the weekly shoppable digital magazine THE EDIT, PORTER Magazine, the game-changing luxury fashion magazine 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. NET-A-PORTER is presented in the style of a fashion magazine, renowned for its unparalleled edit comprising more than 450 of the world's most coveted designer brands, including Gucci, Saint Laurent, Givenchy, Valentino, Dolce & Gabbana, and Stella McCartney, and over 200 specialist beauty brands. NET-A-PORTER champions unparalleled customer service – offering express worldwide shipping (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 a year.

www.net-a-porter.com

MRPORTER.COM

MR PORTER launched in February 2011 and has established itself as the award-winning global retail destination for men's style, combined with an unparalleled product offering from the world's best menswear and luxury brands – including Saint Laurent, Prada, Gucci, Brunello Cucinelli, Ermenegildo Zegna, Moncler, Acne Studios, APC, Kingsman, Tom Ford, Common Projects, IWC Schaffhausen and Bremont. MR PORTER complements its best-in-class menswear with ever-growing, industry-advancing categories, such as fine watches, grooming, performance, sport, tech and lifestyle. Additionally, MR PORTER publishes unmatched content through its weekly shoppable digital magazine, *The Journal*, its bimonthly newspaper, *The MR PORTER Post*, and its bite-sized, several-times-a-day digital news source, *The Daily*, all powered by MRPORTER.COM. MR PORTER video content is also streamable and shoppable from its very own Apple TV app. MR PORTER champions unparalleled customer service with express worldwide shipping, including same-day delivery to New York and London and next day delivery to the UK, US, Germany and France, a seamless shopping experience across mobile, tablet, desktop, email and telephone, signature white and black packaging, easy returns and a multi-lingual customer care and personal-shopping team who are available 24/7, 365 days a year.

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