

# NET-A-PORTER

# Chloé

## NET-A-PORTER TO LAUNCH EXCLUSIVE CAPSULE WITH CHLOÉ FOR HIGH SUMMER 2017

NET-A-PORTER announces an exclusive retail partnership with French fashion Maison, Chloé. The two brands are partnering for the fifth time to launch their biggest collaboration to date, which will be available globally from May 18, 2017.

Inspired by Ibiza in the '70s, the 26-piece capsule includes ready-to-wear, shoes, bags, jewelry and eyewear. Capturing the brand's bohemian spirit as well as the 'feel good' mood of the Balearic island, the collection features romantic floral prints, scalloped detailing and flou separates.

Holly Russell, senior buyer at NET-A-PORTER says, "We are thrilled to be partnering with Chloé on our fifth exclusive collection. We adore the iconic fashion house for its laid-back approach and bohemian infused style. Our collaborations provide a great selection of "buy now wear now" pieces, which are always incredibly popular with our customers globally. This Ibiza inspired capsule perfectly exemplifies their feminine cool aesthetic and is our biggest and best yet."

The campaign takes the form of a short film featuring renowned model Julia Stegner alongside a selection of images, bringing the collection to life in an intimate and picturesque seaside setting.

The campaign stills and video will be available from mid-April.  
The collection will be available exclusively at NET-A-PORTER from May 18.



Prices start from £175 / €250 / \$355.

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### 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 monthly audience of six million 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 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 a year.

#### ABOUT CHLOÉ

Chloé was founded in 1952 by Gaby Aghion, an Egyptian-born Parisienne with a bohemian spirit. Rejecting the stiff formality of 1950s haute couture, she created soft, alluring clothes from fine fabrics. Deciding to offer them herself to the fashion boutiques – which were just starting to carry ready-to-wear clothes – they were unique for their time, beautifully made but accessible. ‘Luxury prêt-à-porter’ was born. Gaby chose the name ‘Chloé’ for its warm, feminine appeal. It was perfectly in sync with the new mood of Paris; youthful, modern in design, and slightly audacious in spirit.