

NET-A-PORTER
+
BALENCIAGA
+
MR PORTER

**NET-A-PORTER AND MR PORTER TO LAUNCH EXCLUSIVE BALENCIAGA
CAPSULE COLLECTIONS
ON JANUARY 22**



Campaign Images: [Here](#)
Top 5 product images: [Here](#)

JANUARY 16, 2018 – [NET-A-PORTER](#), the world’s premier online luxury fashion destination for women, and [MR PORTER](#), the award-winning global retail destination for men’s style, in collaboration with Paris-based maison Balenciaga, announce the upcoming launch of two exclusive capsule collections, available from January 22nd at both NET-A-PORTER and MR PORTER.

The launch marks the first time Balenciaga has collaborated on dual women’s and men’s exclusive collections with a retail partner under Creative Director Mr Demna Gvasalia. Both sites will carry ready-to-wear, bags, jewelry and accessories in limited-edition colorways and prints across archetypal styles from the SS18 runway show.

NET-A-PORTER’s offering comprises **53** pieces ranging from jersey tees and hoodies to printed woven shirts and dresses, plus outerwear and denim including two jean styles and a jacket. The iconic **Pantashoe** is produced in an exclusive cobalt blue with a striking metal chain print, while key accessories include quilted aluminum bags with chain straps, the cult **Knife** bootie and the **Speed** sneaker in a grey colorway only available on NET-A-PORTER.

MR PORTER’s selection will consist of **34** pieces with a focus on outerwear and sweaters; many of the ready-to-wear pieces are embroidered with the new-and-already-iconic “BB Mode” logo. MR PORTER will also launch an exclusive version of the **Triple S** sneaker in green, and two **Speed Sock** sneakers with “BB” detailing.

Both capsule collections will launch with one joint social and digital campaign shot and styled by Balenciaga collaborators Mr Johnny Dufort and Ms Lotta Volkova, with creative direction from NET-A-PORTER and MR PORTER’s in-house teams. The campaign is inspired by and features Balenciaga fashions worn in everyday

situations and was shot in the London-based headquarters of NET-A-PORTER and MR PORTER on staff members from across both businesses.

"Balenciaga is one of the most exciting brands in luxury fashion, and we are honored to collaborate with the house. This project was a wonderful partnership and a first of its kind with Balenciaga's campaign creators, Johnny Dufort and Lotta Volkova, photographing and styling our own teams wearing the exclusive collections against the backdrop of our offices. With Johnny's keen observational eye and Lotta's signature undone glamour, this campaign represents a true behind-the-scenes glimpse into the world of NET-A-PORTER and MR PORTER through Demna's Balenciaga lens." **Alison Loehnis, President of NET-A-PORTER and MR PORTER**

"We are very happy to collaborate on this unique project between BALENCIAGA and NET-A-PORTER and MR PORTER. There are only a few online pure players that can make it happen". ^[SEP] **Mr Cédric Charbit, Chief Executive Officer of Balenciaga**

The Balenciaga X NET-A-PORTER exclusive capsule collection will be available at:

<https://www.net-a-porter.com/shop/designers/balenciaga>

The Balenciaga X MR PORTER exclusive capsule collection will be available at.

<http://www.mrporter.com/mens/designers/balenciaga>.

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 consumers, fans and followers and features award-winning content in the form of its weekly shoppable digital magazine, THE EDIT and PORTER, the game-changing luxury fashion magazine. NET-A-PORTER is 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.

<http://www.net-a-porter.com/>

About MR PORTER

MR PORTER launched in February 2011. It has since established itself as the award-winning global retail destination for men's style, 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, A.P.C., Kingsman, Tom Ford, Common Projects, IWC Schaffhausen, Bremont and its own brand Mr P. 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 to more than 170 countries, 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.

<http://www.mrporter.com>