

NET-A-PORTER

NET-A-PORTER HOSTS FLASH SALE OF ANNA DELLO RUSSO'S PERSONAL WARDROBE

FEBRUARY 25, 2018 - [NET-A-PORTER](#) partners with editor and global style icon Anna Dello Russo, to host a flash sale of her famous wardrobe, shoppable via Instagram.

Renowned for her flamboyant, colorful and inspiring street style looks, Anna Dello Russo has long been the star of global street style, her wardrobe admired the world-over. Comprising 150 pieces from the most coveted international brands including Balenciaga, Gucci, Celine, Alaïa, Prada and Louis Vuitton, this exclusive edit of ready-to-wear, accessories and bags from her personal collection represents a unique shopping opportunity, exclusive to NET-A-PORTER customers.

The sale will be available to shop from February 25 on NET-A-PORTER, priced from £15 for accessories, reaching £700 for outerwear. The product is accessible via NET-A-PORTER's Instagram Stories and available until the last piece is sold. In support of the next generation of fashion talent, 100% of the purchase price will be donated by NET-A-PORTER to the British Fashion Council Education Foundation.

In addition to the flash sale, NET-A-PORTER are excited to announce, *AdR Book: Beyond Fashion*, Dello Russo's first ever book, published by Phaidon. The book was conceived with the help of her long-time friend and collaborator, Vogue Italia Art Director Luca Stoppini and is to be exclusively sold on NET-A-PORTER for two months.

The Anna Dello Russo flash sale will be available from:

<https://www.instagram.com/netaporter/?hl=en>
@NETAPORTER

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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 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/>