

PORTER

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NET-A-PORTER

PORTER BECOMES THE EDITORIAL VOICE OF NET-A-PORTER WITH THE LAUNCH OF PORTER DIGITAL



INCREDIBLE WOMEN. INCREDIBLE FASHION. EVERY DAY.

February 9th 2018: This February sees the game-changing debut of PORTER Digital: beautiful, inspirational, original PORTER content, delivered online. Every day.

With this exciting launch, PORTER becomes the editorial voice of NET-A-PORTER, delivering daily, weekly and bi-monthly, global content across all platforms - social, digital and print. This constant feed of expert fashion, beauty, culture, travel, interiors and celebrity stories, provides the stylish woman of now everything that she wants from content, whenever and wherever she wants it.

PORTER's exclusive digital daily content will be translated into four languages and available to NET-A-PORTER's six million high-net worth global consumers. As one voice and one team, PORTER will bring editorial authority to all NET-A-PORTER platforms, with our industry experts delivering responsive and intelligent content. NET-A-PORTER's game changing weekly online magazine The Edit - now rebranded PORTERedit - continues to be a part of this rich content mix, with 52 exclusive celebrity cover shoots and interviews a year, as well as in-depth shopping curations from PORTER's fashion experts. Video output will also double with two original films going live every week.

Lucy Yeomans, Editor-in-Chief, says: *"I am thrilled to be launching PORTER's daily digital platform and combining two power brands PORTER and The Edit. When we launched*

PORTER four years ago I dreamed of creating a new global fashion magazine: a magazine that spoke to the woman of today, combining luxury fashion, high quality original content and the authority of print magazines with the instant access and global reach of the digital world. With the launch of this new digital platform and daily content, we can truly armor the PORTER woman with absolutely everything she needs to be her best possible self, every day."

Since its launch four years ago, the PORTER mission has been to provide its audience with engaging, content that empowers and inspires. Consumer feedback has been clear: Customer research (conducted in 2017) revealed that 75 percent wanted more content, more frequently and PORTER Digital, powered by NET-A-PORTER is our unique response. Shoppability is key as customers' lifestyles become increasingly mobile. PORTER Digital provides a seamless link between content and commerce, offering an instant transition from inspiration to purchase. PORTER Digital will be integrated into the NET-A-PORTER app enabling users to unlock the original content on their phone, bringing the editorial in line with the company's mobile first strategy and offering users 'one click' to purchase.

Tess Macleod-Smith, VP Media & Publishing, says: *"Our mission has always been to be world-class leaders in content and commerce, anytime, anywhere and on any platform. The launch of PORTER.com, powered by NET-A-PORTER is a direct response to a desire and demand for more content from our luxury audience.. Under one voice we will create a fully immersive world where our consumer and brands can harness the power of a truly global 360° PORTER ecosystem."*

Discover daily PORTER content at www.porter.com powered by NET-A-PORTER

About PORTER

PORTER, which launched in February 2014, is the only women's fashion magazine to offer a truly global perspective. Edited – and launched – by high-profile British editor Lucy Yeomans, the game-changing luxury fashion magazine, which combines the intimacy of print with a state-of-the-art digital shopping experience, is sold in 60 countries and is published by The YOOX NET-A-PORTER Group. PORTER celebrates and is aimed at stylish, intelligent women and offers readers a unique global curation of fashion, lifestyle and beauty. Cover stars have included some of the most iconic women in the world from supermodels Gisele Bündchen and Christy Turlington, to music phenomenon Lady Gaga and Oscar-winning actress Cate Blanchett. In May 2015, PORTER was named best print product at the British Media Awards. www.porter.com

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 via 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.

www.net-a-porter.com