

NET-A-PORTER

NET-A-PORTER INTRODUCES THE VANGUARD: A PROGRAM TO DEVELOP EMERGING FASHION DESIGNERS

August 30, 2018 – Leveraging its expertise in scouting, cultivating and promoting emerging fashion designers, NET-A-PORTER introduces THE VANGUARD, an ongoing program set to launch on Thursday 6 September that formalizes the company's long-term expertise as an incubator and accelerator of the fashion industry's brightest new fashion talent. Through The Vanguard, the newest discoveries will be consistently celebrated and nurtured, creating an ecosystem for emerging talent to thrive while at the same time delivering original and fresh design perspectives to NET-A-PORTER's fashion-savvy global clientele. Season on season, NET-A-PORTER's expert team of buyers will seek brands who they predict will make a lasting impression on the future fashion landscape, and provide mentorship, practical advice and marketing support to enable them to develop a long-term successful business. New designers will be welcomed into The Vanguard for the Spring/Summer and Autumn/Winter seasons each year, with brands graduating from the program once their businesses are sufficiently matured after a few seasons on site.

As part of The Vanguard, up to four nascent designers each season will be offered a comprehensive mentorship program encompassing training and guidance from NET-A-PORTER's unparalleled global team of specialists. The mentorship program outlines a 360-degree approach to building a successful and sustainable business in today's industry that goes beyond design. For Autumn/Winter 2018, NET-A-PORTER buyers have selected Les Reveries, RŪH, Gu_de and Martinez, to benefit from sessions that concentrate on buying, business strategy, Marketing & PR, Social Media, Tech and advice on entering new markets and territories.

"NET-A-PORTER has always taken a long-term approach to nurturing new designers, and I see The Vanguard as formalizing this commitment in a way that will make a real difference to young brands. As a business, we have so much to offer by way of expertise, not to mention the invaluable exposure to our global audience. It will be a delight to see more talent flourish through this exciting program." **Alison Loehnis, President NET-A-PORTER & MR PORTER**

The Vanguard will be supported with a visual campaign that mirrors the theme of promoting emerging talent by working with up and coming photographers, models and creatives.

Les Reveries: Les Reveries is about love and daydreams. Two sisters, Wayne and Ai, designed the New York based collection to give an offering of special dresses and knits to be worn for those beautiful moments. Essentially a love story and a lifestyle brand woven together with the sisters' shared passions for art, poetry and music, Les Reveries, represents individuality, timelessness, and imagination.

RŪH: Founded with the desire to retain a private sense of identity in the current age of overexposure, RŪH is a womenswear brand that champions intellectual beauty and refined silhouettes. The brand, founded by Sonia Trehan, focuses on craftsmanship and partners with

a family-run factory in Naples to ensure an artisan's approach to design. Key styles, intended to be layered, feature a grown-up elegance that tread the balance between statement and wearability.

Gu_de: Founded by Ji Hye Koo, the brand is produced in South Korea and inspired by the 1970s. Koo founded the label in late 2016 and has cited her Korean consumers' thirst for newness as the reason behind her intriguing designs. The brand takes its name from an antiquarian Scottish pronunciation of "good".

Martinez: Julien Martinez launched his namesake footwear label in 2017 after a trip to Alicante, Spain, where he was introduced to hand lacing - a technique now at the core of his design process. Blending comfort and craftsmanship with Mediterranean elegance, expect classic silhouettes, versatile colors and signature metallic pin heels.

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NET-A-PORTER launched in June 2000 and has since established itself as the world's premier online luxury fashion destination, offering more than 700 of the world's most coveted designer brands, including Gucci, Chloé, Balenciaga, Saint Laurent, Prada, Givenchy, Valentino, Dolce & Gabbana, and Stella McCartney and more than 200 specialist beauty brands. A pioneer of innovation, NET-A-PORTER speaks to a global monthly audience of seven million female luxury consumers, fans and followers and features a fully dedicated editorial vertical with PORTER, which is presented in the style of a fashion magazine, and is renowned for its award-winning content. 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 countries including UK, US, Germany, France, Denmark, Netherlands, 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. [NET-A-PORTER.com](https://www.net-a-porter.com)