

NET-A-PORTER

NET-A-PORTER LAUNCHES KIDS CASUALS, A COLLECTIVE OF SIX BRANDS FOR GIRLS AND BOYS

January 21st, 2019 – Following the launch of three kidswear pop-ups, NET-A-PORTER launches its first multi-brand kidswear collective, a curation of exclusive capsules from six brands for girls and boys, ages 1 to 12 featuring contemporary relaxed styles.

The collection features beloved cult offerings from insider fashion brands such as **Yeah Right NYC Kids** offering their covetable minimal white tees, alongside cozy embroidered artisan cardigans from **Alanui Kids**. **ATM Kids** and **Chinti & Parker Kids** offer a sportier approach, comprising relaxed styles that elevate comfort and highlight the capsules' timeless appeal. **Lingua Franca Kids'** playful and charming designs, add an amusing touch to the collection with light-hearted embroidered messages that read 'Tree Hugger' and 'Cool Like That', while **Golden Goose Deluxe** complements the collective with a line-up of 'mini me' versions of their most iconic sneaker styles, perfectly reflecting the brand's laid back essence. Lastly, sustainable footwear brand **Veja**, interprets their signature sneakers in a palette of vibrant colors with creative illustrations, emblazoned with their hallmark 'V' monogram.

Kids Casuals will launch on NET-A-PORTER on Monday, 21st January and will be available throughout the season, supported by a dedicated campaign featuring influencer Sai De Silva's 7 year old daughter, London and 20 month old son, Rio.

About NET-A-PORTER

Since June 2000, NET-A-PORTER has delivered incredible fashion for incredible women. From more than 800 of the world's most coveted designer brands, including Gucci, Chloe, Balenciaga, Saint Laurent, Balmain, Prada, and Stella McCartney, to more than 200 specialist beauty brands, NET-A-PORTER delivers the ultimate curation of product and content – plus new arrivals on site three times a week. 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 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 is available 24/7, 365 days a year.

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