

# NET-A-PORTER

## NET-A-PORTER & MR PORTER ANNOUNCE ENHANCED PERSONAL SHOPPING SERVICE FOR MOST LOYAL CUSTOMERS

**January 2019** - NET-A-PORTER, the world's leading online fashion destination delivering incredible fashion for incredible women, and MR PORTER, the award-winning online destination for men's style, announce further enhancements to their distinguished personal shopping services for their most loyal customers. These invitation-only, bespoke offerings will include highly curated at-home shopping consultations and the introduction of the *Style Trial* service.

These offline experiences will extend further into the homes of top spending customers also known as EIPs, "Extremely Important People". The new *Style Trial* service will provide EIPs a more convenient way to shop in the comfort of their home. NET-A-PORTER and MR PORTER will offer this invitation only service for EIPs to order up to 30 pieces to try at home before they buy, for a seven-day trial period. The items can be chosen by a customer or can be a curated selection from the Personal Shopper according to a brief. Encouraging customers to experiment without commitment, payment will be taken automatically for the items the customer wishes to keep and unwanted items will be collected immediately.

NET-A-PORTER's and MR PORTER's personal shopping services are the perfect high-touch complement to the luxury ecommerce sites as both brands are brought to life through private consultations, global fashion events, trunk shows, exclusive designer events, and early access to coveted fashion. In cities where Premier delivery is available, NET-A-PORTER and MR PORTER EIPs will be able to schedule consultations and appointments with their Personal Shopper, who will arrive at their door with a fully merchandised rail of clothing and a jewelry and watch case featuring a personalized selection of brands, styles and hard luxury to try. NET-A-PORTER customers will be gifted a silk, monogrammed robe during the fitting while they are given expert advice on their existing and future wardrobe by their Personal Shopper.

*"We are incredibly proud to offer a truly elevated personal shopping service to our EIPs. We are always looking to further enhance customer experience at NET-A-PORTER and MR PORTER, and these new bespoke offerings are the next innovative step in better serving our customers within the comfort of their homes."*

- Alison Loehnis, President, NET-A-PORTER and MR PORTER

NET-A-PORTER and MR PORTER Personal Shoppers are based in London, New York, Hong Kong, and Los Angeles. They work widely with NET-A-PORTER and MR PORTER's most loyal customers who are offered a variety of personalized services and exclusive benefits. NET-A-PORTER offers same-day Premier delivery in London, New York, Hong Kong, select zip codes in New Jersey and Connecticut, and a seasonal Summer service to the Hamptons. MR PORTER offers same-day delivery in all of these markets except Hong Kong. Enhanced services available on request through the NET-A-PORTER & MR PORTER Personal Shopping Teams and will be rolled out in select locations in Europe and the US from January 2019.

### 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.

NET-A-PORTER.com

### About MR PORTER

Since launching in February 2011, MR PORTER has established itself as the award-winning global retail and content destination for men's style, with an unparalleled product offering from the world's best menswear and lifestyle brands, including own labels *Mr P.* and *Kingsman*. 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*. MR PORTER offers express worldwide shipping to more than 170 countries, including same-day delivery to New York and London, and provides a seamless shopping experience across mobile, tablet, and desktop, with easy returns and multi-lingual customer care and personal-shopping teams who are available 24/7, 365 days a year.

[www.mrporter.com](http://www.mrporter.com)

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