

NET-A-PORTER

NET-A-PORTER LAUNCHES RAMADAN CAMPAIGN WITH 17 EXCLUSIVE CAPSULES

March 26th, 2019 - To mark the lead up to Ramadan NET-A-PORTER launches a dedicated campaign and a curation of 17 exclusive capsule collections.

The exclusive capsules comprise of flowing fils coupè silks in vibrant colours and prints from Dundas, elaborately ornate jewel-tone gowns from Oscar de la Renta and distinctively glamorous jumpsuits and embellished gowns from Rasario. Reem Acra's collection features luxurious fabrics elegant draping, embodying modern refinement. Ralph & Russo presents further eveningwear options including beautiful craftsmanship and detail, while Jenny Packham's intricate embroidery provides the ultimate after dark glamour. Naeem Khan delivers a capsule of flowing, delicate pieces which stand out for their unique artistry and Carolina Herrera, Galvan, Louisa Parris, Marchesa, Marchesa Notte, Safiyaa, Talbot Runhof, Mary Katrantzou, Haider Ackermann and Etro complete the selection.

The campaign is shot by Alex Franco in Marrakech and stars model Saffron Vadher, reflecting NET-A-PORTER's elegant, yet contemporary perspective on eveningwear and is completed with elevated finishing touches from fine jewelry brands Buccellati, Selim Mouzannar and Anissa Kermiche.

"The interest in special pieces designed specifically for Ramadan alongside modest fashion in general has increased significantly over the past few years, not only in the Middle East, but globally. Our curation of 17 exclusives capsules purposely tailored to the occasion is our largest edit to date and will no doubt fulfil all our customers' needs. Highlights include elegant offerings with exceptional craftsmanship and intricate details from Oscar De La Renta, Ralph & Russo, Dundas, Jenny Packham, Reem Acra, Naeem Khan, Mary Katrantzou and Haider Ackermann." - **Elizabeth von der Goltz, Global Buying Director**

"To celebrate this special moment in the calendar, we are thrilled to present a curated capsule of luxurious, elegant styles for the modern woman"

Katherine Holmgren, Galvan

"Ramadan is all about intimate celebrations with friends and family. Our capsule collection for netaporter combines the right amount of shine and style with ease and comfort."

Johnny Talbot and Adrian Runhof, Talbot Runhof

"I wanted the capsule to feel very Dundas with a bohemian effortless vibe.

Flowing fils coupè silks in vibrant colors or printed in fields of flowers intermixed with feline tiger stripes.

The capsule is great for casual day and is made easy for travel. It also looks great accessorised with scarves, belts and jewellery for fun summer nights"

Peter Dundas, DUNDAS

"With Ramadan being one of the holiest and most important commemorations for Middle Eastern women, I am excited to be part of NET-A-PORTER's exclusive Ramadan Capsule Collection. Designing for a particular occasion in women's lives and their needs is always a joy and creatively rewarding" -

Mary Katrantzou, Mary Katrantzou

"We are excited to be collaborating with NET-A-PORTER to unveil an exclusive capsule collection in celebration of Ramadan, a hugely important month for many international women." - **Tamara Ralph, Ralph & Russo**

"Our Ramadan capsule collection is a modern take on more covered silhouettes. I love to use capes and trails to accentuate the silhouette and for an elegant nuance." - **Daniela Karnuts, Safiyaa**

"I am delighted to have designed a collection for NET-A-PORTER and our Middle Eastern customer. The exclusive capsule collection features pale mint and blush pink hues, bold floral prints and intricate embellishments, inspired by my travels to the Middle East. One of my favourite pieces from the collection is the Harlow floral print satin robe." - **Jenny Packham, Jenny Packham**

The exclusive capsules will launch throughout April and May.

Photographed by Alex Franco
Featuring model Saffron Vadher

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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