

# NET-A-PORTER

## NET-A-PORTER LAUNCHES LOEWE PAULA'S IBIZA



**April 17, 2019** – NET-A-PORTER launches the third collection of LOEWE Paula's Ibiza, taking inspiration from the legendary white isle boutique. The 64 piece collection spans RTW, bags, accessories and shoes, shaping an effortless summer wardrobe that celebrates natural fibers and a soft rainbow of sun-bleached color.

The LOEWE Paula's Ibiza collection draws upon an iconic archive of print designs chosen by LOEWE Creative Director Jonathan Anderson, celebrating the heyday of this iconic seaside destination store and its connection with the island's vibrant creative scene. Key pieces include patchwork jeans and denim jackets mixed in with striped crochet knitwear, silk scarf print separates, paisley shirts and finished with printed espadrilles and paisley bucket hats. The brand's signature basket handbags are reimagined in rainbow raffia for the ultimate beatnik bag, or opt for more refined styling with bright leather contrast paneling.

Loewe Paula's Ibiza will launch at NET-A-PORTER on April 17 alongside a dedicated campaign.

### 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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