

NET-A-PORTER

NET-A-PORTER CELEBRATES INTERNATIONAL WOMEN'S DAY WITH COMMUNITY-FIRST CAMPAIGN #POWERTOCHANGE IN PARTNERSHIP WITH LEADING FEMALE DESIGNERS AND CHARITY WOMEN FOR WOMEN INTERNATIONAL

March 1, 2021 – NET-A-PORTER marks International Women's Day on March 8 with a community-first campaign in partnership with Women for Women International. For the past 20 years, NET-A-PORTER has been championing women across the industry, be it female-founded brands, designers, entrepreneurs or its employees. NET-A-PORTER is proud to come together with its long-term charity partner to effect real change and help women living in war-torn countries to rebuild their lives.

Given the past year and the changes felt by all, it has never been more relevant to celebrate sisterhood. Therefore, this year NET-A-PORTER will be inviting its global audience of over nine million to share their #PowerToChange commitment for a better world and to harness our power to make the world more equal, peaceful and prosperous for all women.

NET-A-PORTER will also collaborate with 12 female designers who have created 13 exclusive pieces across Ready-to-Wear, Lifestyle and Jewelry with 100% of NET-A-PORTER profits* donated to Women for Women International. The exclusive collection consists of nine t-shirts by Stella McCartney, Emilia Wickstead, Westman Atelier, Tove, Anya Hindmarch, Jennifer Fisher, Simone Rocha, Amina Muaddi and Ninety Percent; jewelry from Roxanne Assoulin and Alighieri, and homeware from Anissa Kermiche. In addition to the donation of 100% of profits* from the sales within this collection, for every public post tagged #PowerToChange, @womenforwomen and @netaporter on TikTok or Instagram between March 1 2021 to March 8 2021, NET-A-PORTER will also donate \$1 to Women for Women International**.

Each piece in the collection reflects the designers' personal interpretation of female empowerment. Stella McCartney depicts a female superhero 'Super Stella'; Emilia Wickstead, Tove, Ninety Percent and Westman Atelier create minimalist designs to celebrate Incredible Women. Anya Hindmarch uses artwork produced by Margaret Calvert, entitled 'Woman at Work', the British road sign features a female figure. Jewelry designer Jennifer Fisher offers an exclusive t-shirt which embraces the unity of women while Amina Muaddi's graphic long-sleeve t-shirt honours womanhood. Alighieri's necklace celebrates the beauty of the woman's body, while Roxanne Assoulin creates a version of her much-loved stacked bracelets with the words 'Kind Woman'. And Anissa Kermiche's Titty Committee Mini Jugs are inspired by her bestselling Jugs Jug, reimagined as a pair to embrace female solidarity.

To reinforce the theme of global sisterhood, NET-A-PORTER has invited eight women from the #NETWORK, its community of Incredible Women, to showcase the t-shirts, including Founder of Gal-Dem, Liv Little, Presenter and Author, Naomi Shimada, Founder of Go Lucky, Thierry Chow, dancing duo, The Jaiy Twins, Entertaining Expert, Athena Calderone and models: Salem Mitchell, Teddy Quinlivan and Coco Rocha.

"After a year like no other, supporting and celebrating our global community of women has never been more important. We are incredibly honoured to partner with Women for Women International for a fourth year and continue our support of their critical work. At NET-A-PORTER, we are proud to reinforce this commitment, while cultivating and inspiring meaningful change." **Alison Loehnis, President NET-A-PORTER & MR PORTER**

"Every woman has the power to transform her world and with this International Women's Day campaign, NET-A-PORTER is investing in women who feel forgotten. Women survivors of war experience heavy burdens of poverty, violence and gender discrimination. Their daily worries of getting their children to school on time and ensuring there is enough food on the table are made worse by insecurity and instability. The COVID-19 pandemic has

made life even more difficult. I am so grateful to everyone involved for using your voice and platforms to support women living in some of the world's most dangerous places. By investing in women, we create a better world for all of us – a world that's more equal, peaceful and prosperous. This collaboration shows the power of women, for women.” **Brita Fernandez Schmidt, Vice President for Europe & External Relations, Women for Women International**

EDITOR'S NOTES

All profits from the collection will go towards Women for Women International's critical work helping women survivors of war to rebuild their lives and create lasting change in their communities. The organization enrolls women living in some of the world's most dangerous places on a year-long training program where they learn about their rights, health, a vocational skill and form a support network of women with similar experiences. For International Women's Day 2021 the charity is asking women everywhere to use their #PowerToChange the world – to make it more equal, peaceful, and prosperous for women everywhere by signing the [#PowerToChange commitment](#) by March 8th.

Following the success of its previous partnerships, NET-A-PORTER's campaigns have raised enough to support over 850 women through the charity's year-long training program.

**"Profits" means the sale price of the product less operational and landing costs, including transportation fees, customs, duties, taxes, insurance, currency conversion, crating, handling and payment fees.*

***Donations made via our US entity, YNAP Corporation will be made to Women for Women International, a nonprofit 501(c)(3) organization (EIN/Tax ID #52-183-8756). Donations made via our UK entity, the NET-A-PORTER Group Limited will be made to Women for Women International (UK), a registered charity in England and Wales (charity number 1115109).*

About NET-A-PORTER

NET-A-PORTER delivers incredible fashion for incredible women. As the world's leading luxury retailer with the most authoritative product edit globally, the site offers the ultimate curation of fashion from the most coveted designer brands, the most exceptional assortment of fine watches and precious jewelry, and more than 200 specialist beauty brands. Its discerning edit places special emphasis on highlighting the creativity and promise of the next generation of fashion talent via the Vanguard, a program for emerging brands. Consideration for environmental and social impact increasingly shapes the product offering, and the launch of the NET SUSTAIN platform, was created to showcase brands that place sustainability at the core of their product. Uniting content and commerce to deliver an immersive and inspiring customer experience, NET-A-PORTER speaks to a global community and features a dedicated editorial vertical with PORTER, which is renowned for its award-winning content featuring a diverse range of incredible women.

NET-A-PORTER champions unparalleled customer service offering express worldwide shipping to more than 170 countries including same or next-day delivery to the UK, US, Hong Kong, Germany, France, Australia and Singapore, a seamless shopping experience across all devices, luxurious packaging, easy returns and a multi-lingual customer care and personal shopping team that is available 24/7, 365 days a year. A pioneer of personal shopping and client relations services for the digital era in 2000, NET-A-PORTER continues to innovate and strengthen its offering, with virtual styling, invitation only digital exclusives, and a world class suite of specialized offers for EIPs, (Extremely Important People), the brand's most loyal and valuable customers. NET-A-PORTER is part of YOOX NET-A-PORTER GROUP.

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For more information about NET-A-PORTER and YOOX NET-A-PORTER GROUP visit www.net-a-porter.com and www.ynap.com.

About Women for Women International

Women for Women International invests where inequality is greatest by helping women who are forgotten — the women survivors of war and conflict.

In Afghanistan, Bosnia and Herzegovina, the Democratic Republic of the Congo, Iraq, Kosovo, Nigeria, Rwanda, and South Sudan, women learn skills to rebuild their families and communities through Women for Women International's Stronger Women, Stronger Nations Programme. They form support networks, learn to earn an income and save money, and gain knowledge and resources about health and their rights. Since 1993, the organisation has invested in the power of over 500,000 women, supporting them to use their voices and create a ripple effect that makes the world more equal, peaceful, and prosperous. To learn more about the power of women, for women, visit www.womenforwomen.org.uk or follow @womenforwomen: Instagram, Twitter and Facebook.