

# NET-A-PORTER

23 March 2021 - NET-A-PORTER celebrates modest fashion with the most covetable international and local brands, in honor of the month of Ramadan. The campaign captured by local creative talent is complimented by unique editorial content created to reflect the interests and needs of NET-A-PORTER communities in the Middle East while NET-A-PORTER's newly enhanced platform offers personalized merchandising. A specialized in-market Personal Shopping team completes the full-service proposition.

NET-A-PORTER's local team shot in the capital's "garden city" - Al Ain, UAE. The imagery pays homage to the symbolic Arabian landscape and roots in one of the world's oldest inhabited settlements and UNESCO Heritage Site. As part of a new shopping experience specifically designed for the Middle East market, customers are offered dual language search in their respective local currency.

Bringing together Taller Marmo, SemSem, Johanna Ortiz, Reem Acra, Halpern, Louisa Parris, Carolina Herrera, Jenny Packham, Rasario, Alex Perry and more, the exclusive designs create the ultimate wardrobe for demure dressing. Designs reflect the needs of the local customer, whose searches for maxi and midi dresses increase by 80% during the Ramadan period.

Halpern adds modern romance to flowing dresses in power palettes. Crafted locally, SemSem offers signature simplistic elegance in an exclusive regal gold jumpsuit. Channeling understated luxury, Carolina Herrera and Rasario offer the ideal Ramadan closet upgrade with regal structured floor skimming dresses.

Sharing her inspiration behind the Ramadan collection, Johanna Ortiz mentions *"I wanted to create two signature pieces to celebrate such a special occasion. Tunics are always present in my collections; elegant & effortless, they are my favorite looks in my closet. Palm trees and delicate embroideries decorate sustainable fabrics making these tunics a perfect "day to evening" look for Spring."*

Taller Marmo's designs represent the progression of the modern customer *"For this collection, we imagined an ultra-chic woman attending small gatherings with her family and close friends, wearing fluid luxurious kaftans in soft hues like sand, ivory, blush and baby blue."*

SemSem's Creative Director Abeer al Otaiba talks through her inspiration for the exclusives on NET-A-PORTER: *"This season, I felt called to focus on the unwavering strength of women. Ramadan is a special time of reflection and self-awareness – an opportunity to hit refresh, embrace our surroundings and give back to others. It is my hope that this collection encourages women to own their strength and approach each day with confidence"*.

*"Ramadan is a special month for me and this Ramadan collection and campaign feel very close to home. The collaborative process of working with these amazing local and global designers and shooting the campaign in Al Ain perfectly captures the aesthetic and mood of the collection: beautiful, soothing, grounding yet inspiring; and that's how we see our customers celebrating Ramadan this year with NET-A-PORTER Arabi"*

Nisreen Shocair, CEO YOOX NET-A-PORTER, Middle East.

## 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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