

# NET-A-PORTER

## NET-A-PORTER CELEBRATES ITS HIGH SUMMER '22 CAMPAIGN, 'THE ART OF ADVENTURE', BY PARTNERING WITH CURATED-TRAVEL PLATFORM PLUM GUIDE

**LONDON, UK (9 MAY 2022)** – To mark the peak summer period, NET-A-PORTER launches its High Summer '22 campaign, *The Art of Adventure*, and partners with travel platform and tech startup Plum Guide. In response to the resurgence of its customers' vacation plans, the brands' innovative partnership combines tech, data and expert human curation to help audiences navigate the stress of holiday planning and packing by equipping them with unique travel advice, together with a masterful edit of vacation wear.

Through this partnership, NET-A-PORTER leverages Plum Guide's unique data insights into the most popular vacation destinations for 2022 to create a series of informative travel guides via PORTER, alongside an unparalleled curation of destination-dressing solutions, exceptional service and compelling content to ensure a joyous, seamless and stylish escape this season.

Focusing on London, Rome and Venice (Los Angeles), the dedicated city guides include Plum Guide's most in-demand homes, together with local insider recommendations and must-pack edits, providing the ultimate one-stop shop to help customers embark on their next adventure.

Building on these guides and insight, NET-A-PORTER's Personal Shoppers will introduce '*The Art of Adventure*' campaign to their most loyal customers through a curational service extension, which will include bespoke travel tips and personalized vacation-wear edits.

"Our mission at NET-A-PORTER is to continue to emotionally connect with our community by bringing them the joy of fashion. This year, we know our customers are looking for even more meaningful experiences, and this partnership with Plum Guide ensures we're enriching their summer journeys to the fullest; equipping them with unique travel advice, together with our vacation-wear edit based on our expert curation." **Lea Cranfield, chief buying and merchandising officer, NET-A-PORTER, MR PORTER and THE OUTNET**

"The timing of our partnership with NET-A-PORTER is perfect. Travel is experiencing a resurgence – we're calling it revenge travel! As more and more people plan to embark on their next adventure, making up for lost time, together with NET-A-PORTER we are making sure the discerning traveler has the best possible experience – removing complexity and disappointment. We share the same philosophy and approach when it comes to elevated curation, combining forces to offer an unparalleled service and a summer never to be forgotten." **Doron Meyassed, founder and CEO, Plum Guide**

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### 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-day or next-day delivery to the UK, US, Hong Kong SAR, 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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## **About Plum Guide**

Founded in the UK in 2016, Plum Guide is now present in more than 500 locations across 29 different countries, including Paris, New York, Los Angeles, Milan and Rome. Plum Guide separates the good from the great in the vacation-rental category via its proprietary Plum Award, an accolade achieved through passing the world's most meticulous home test.

This unique home test is assessed by Plum Guide's 'Home Critics' and incorporates a 150+ point test that combines tech, data and expert human curation, allowing Plum Guide to select its definitive collection of the world's most remarkable holiday homes. As the world's first independent expert arbiter of quality in the homestay space, Plum Guide is to vacation rentals what the Michelin Guide is to restaurants.

Plum Guide's 'Science behind the perfect stay' technology is constantly evolving, developed by analyzing thousands of customer reviews, popular locations and gathering insights from psychologists, designers, hoteliers, travelers and architects on the precise ingredients a space needs to deliver the perfect stay. This knowledge informs the criteria in a test so rigorous that only 3 percent of all homes in a given area are selected to be part of Plum Guide's curated collection.

Plum Guide's team of MatchMakers are on hand to match customers to their dream home. This is a team of well-traveled experts who work as personal travel advisors, recommending the perfect destination as well as the right homes to meet a guest's criteria. They leverage the 500+ data points collected from each home to answer the most challenging questions from guests during the booking process, ensuring unparalleled customer care for the discerning traveler.