

NET-A-PORTER, MR PORTER AND THE OUTNET LAUNCH DEDICATED CARE & REPAIR SERVICES

The leading online retailers for luxury, fashion and style, part of YOOX NET-A-PORTER, continue to bring new services to customers as part of their circularity journey.

LONDON, UK (1 FEBRUARY 2023) – NET-A-PORTER, MR PORTER and THE OUTNET are launching their first dedicated customer care & repair offers to extend the life of luxury products, with clothing repairs and alterations service, The Seam. The service launches for womenswear at NET-A-PORTER in February 2023, closely followed by menswear and womenswear at MR PORTER and THE OUTNET by Spring 2023.

The collaboration marks The Seam's first ever partnership in luxury retail and will leverage its extensive network of local makers across the UK. The Seam was selected for its personal approach to care & repair, having brought together a specialised group of makers to serve NET-A-PORTER, MR PORTER and THE OUTNET customers and reflecting the strong community-building values of the three online stores. The customer offer includes clothing alterations and repairs, bespoke customisations, and care & repair for handbags, footwear, and jewellery, with most services completed within 7-10 days and an express service subject to availability.

Care & repair is now live for NET-A-PORTER customers across the UK:

- NET-A-PORTER Repair & Rewear: <https://netaporter.theseam.uk/>

The care & repair service marks another step in NET-A-PORTER, MR PORTER and THE OUTNET's incremental rollout of circularity-related services which aim to deepen relationships between customers and their products, driving the shift towards more sustainable behaviours and reducing wasted items. It contributes to YOOX NET-A-PORTER's vision for a future customer journey where circular product design, resale, and care & repair offers are connected and complementary.

"We believe that beautiful fashion from past seasons can be a building block of our customers' future wardrobes. NET-A-PORTER, MR PORTER and THE OUTNET are renowned for curating the most exciting luxury fashion and we take pride in offering tips and tools to make these pieces last. Our care & repair service, in partnership with The Seam, is designed to ensure that the pieces our customers buy from us can be cherished for years to come."
- Alison Loehnis, ad interim CEO, YOOX NET-A-PORTER

"This partnership will enable The Seam and our network of specialist Makers to deliver sustainable solutions to people at scale. We're dedicated to shaping an industry where the experience of fashion isn't just about consuming, but about participating in a culture of care. NET-A-PORTER, MR PORTER and THE OUTNET's adoption of The Seam's technology echoes this intention and demonstrates the business potential of care & repair." - Layla Sargent, Founder, The Seam

The UK care & repair service launch follows an expansion of NET-A-PORTER, MR PORTER and THE OUTNET's resale offer, through which customers can refresh their wardrobes by reselling their pre-loved designer items from key product categories: ready-to-wear, handbags, shoes, accessories, and jewellery. An instant buy-back service for men's sneakers from pre-approved designers is also available at MR PORTER and THE OUTNET, rewarding customers with immediate store credit without the need to wait until it is sold on. Together with NET-A-PORTER and THE OUTNET's instant buy-back offering for women's designer handbags, the feature offers greater flexibility for customers looking to resell across menswear and womenswear. Further market expansion for resale is set to follow during 2023.

YOOX NET-A-PORTER GROUP

The services, powered by leading resale technology provider, Reflaunt, initially launched in Autumn 2021 and have seen positive customer response, reflected in the quality of resold items with over 60% of pieces in new or excellent condition. The response reaffirms the role that the three online stores' resale services can play in maximising the value of designer pieces within their customers' wardrobes.

Resale is now live in UK, US, Germany, Hong Kong SAR, France, and Italy:

- NET-A-PORTER X REFLAUNT: <https://netaporter.reflaunt.com/>
- MR PORTER RESELL: <https://mrporter.reflaunt.com/>
- THE OUTNET X REFLAUNT: <https://theoutnet.reflaunt.com/>

Followers of YOOX NET-A-PORTER and its online stores are invited to join the conversation on social media:

- YOOX NET-A-PORTER: @YNAP
- NET-A-PORTER: @NETAPORTER
- MR PORTER: @MRPORTER
- THE OUTNET: @THEOUTNET

For more information about YOOX NET-A-PORTER visit www.ynap.com.

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Editor's Notes:

NET-A-PORTER, MR PORTER and THE OUTNET's care & repair services and resale expansion advance two of YOOX NET-A-PORTER's commitments in its [Infinity](#) sustainability strategy to 2030:

- **Make loved clothes last:** support its customers to make their loved clothes last by offering care & repair solutions across its four online stores by 2023
- **Unlock re-commerce:** give luxury products multiple lives by bringing innovative and exceptional re-commerce experiences to customers across its four online stores by 2025

ABOUT YOOX NET-A-PORTER:

YOOX NET-A-PORTER is a leading online luxury and fashion retail business. Made up of four multi-brand online stores, NET-A-PORTER, MR PORTER, THE OUTNET and YOOX, it connects customers to the world's most coveted brands, bringing them outstanding style and impeccable service. In addition, YOOX NET-A-PORTER's ONLINE FLAGSHIP STORES partner with world leading luxury brands to power their own e-commerce destinations.

With 5.3 million customers in 180 countries, YOOX NET-A-PORTER takes a localised approach to serving its clientele around the globe through its network of offices and operations across the U.S., Europe, APAC and joint ventures with Alibaba in China and Symphony Investments in the Middle East.

Across its operations is YOOX NET A PORTER's Infinity 2030 strategy, its long-term commitment to drive a more sustainable and circular fashion system. Leveraging more than 20 years of data and insights, YOOX NET-A-PORTER continues to embrace next generation technologies including A.I., augmented reality and digital ID to evolve and elevate the customer journey.

YOOX NET-A-PORTER is part of Richemont.

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ABOUT THE SEAM:

The Seam is an on-demand tailoring service that makes clothing alterations and repairs accessible in just a few clicks. The company connects users with a network of specialist Makers from their local community, offering a circular solution to the global landfill crisis. The mission is to shape a world where people wear their clothes repeatedly with pride, rather than consume a new piece of clothing for each and every occasion.

The Seam was founded in 2020 by Layla Sargent as homage to her grandmother's lifelong commitment to the dressmaking industry. Her grandmother, Patricia, was a skilled dressmaker of 60 years who tailored and repaired all of Layla's childhood clothes. The company aims to put the value back into local tailoring and repair skills. For The Seam's network of Makers, the platform offers well-paid freelance work, bookings management and the backing of The Seam's customer support team.

With increasing pressure on clothing producers to extend the life of the items they produce, The Seam offers brands a tech-driven and personalised circularity solution. Their technology platform tailors the customer experience of a range of wardrobe care & repair services, from sneaker cleaning to handbag restoration, invisible knitwear repairs and alterations. Their brand partnerships have proven to lower return rates and accelerate shifts towards sustainable business models.

www.theseam.uk