

NET-A-PORTER

NET-A-PORTER INTRODUCES RENTAL EDIT IN PARTNERSHIP WITH BY ROTATION AND HURR

Launching for the holiday season, the collaboration curates sophisticated occasion wear edits available to rent and expands NET-A-PORTER's circular fashion offer.

LONDON, UK (29 NOVEMBER 2023) – NET-A-PORTER, the ultimate luxury fashion destination, debuts a new rental offer in partnership with By Rotation and HURR – two of the leading online fashion rental platforms.

The collaboration provides a unique opportunity for UK customers to rent over a hundred iconic styles from NET-A-PORTER's unparalleled edit of partywear during the festive season, across an array of dresses and bags by contemporary and luxury designers.

The strategic collaboration with both partners is designed to extend NET-A-PORTER's prestigious designer curation to a wider customer base, through two dedicated rental platforms. Available from November through to January 2024, the partnership is an initial exploration of the UK rental space, and enables NET-A-PORTER to benefit from a wealth of circular service expertise and custom-built digital platforms from the rental market leaders. It will test appetite to rent high-end pieces to a demographic of fashion-engaged, sustainably-minded Gen Z and Millennial customers, who are already attuned to fashion rental.

NET-A-PORTER's foray into the world of fashion rental builds on its existing commitment to bring luxurious re-commerce services to its customers and encourage giving luxury fashion multiple lives. It follows the success of its resale service across six markets launched in 2021, and a repair service made available to its UK customers at the start of 2023.

"Our first step into fashion rental brings an exciting opportunity to introduce NET-A-PORTER's exceptional curation of partywear to new and broader audiences. The launch of our rental edit is key to enriching the global ambitions of our circular fashion offer, inspired by our customers' voices and their growing interest to keep exploring how we can extend the life of luxury products together. We look forward to this strategic collaboration and opening up the rental space to more customers in the future."

– **Vikki Kavanagh, Managing Director of NET-A-PORTER and MR PORTER**

"I am thrilled to announce our highly-anticipated partnership with NET-A-PORTER. I'm honored to collaborate with such an esteemed name in the fashion industry for our very first brand partnership. As a woman of colour founder and CEO, my journey with By Rotation has always been driven by a passion for making quality fashion accessible to people of all backgrounds - including socioeconomic. This partnership with NET-A-PORTER allows us to showcase the beauty of circular fashion to a wider audience just in time for the holiday season and sends a strong signal to the wider industry that they are also welcome to the highly-valued By Rotation community."

– **Eshita Kabra-Davies, Founder and CEO, By Rotation**

"We're delighted to power rental for NET-A-PORTER, and to welcome the retailer into HURR's ecosystem of circular fashion. It's hugely exciting to see global leaders of the fashion industry embrace a circular strategy, and we're proud to be able to help make this commitment a reality at scale. HURR provides technology solutions to fashion companies of all sizes – from global retailers to independent labels and household luxury brands – and crucially we enable our partners to see real-time peer-to-peer data and insights that can help pave the way for smarter, and profitable, circular solutions moving forward. Launching with an incredible party season capsule, the NET-A-PORTER customers will be able to access some of the retailer's most-wanted pieces of the season via our seamless, fully-trusted service. We can't wait for the NET-A-PORTER audience to get renting with us!"

– **Victoria Prew, CEO & Co-founder, HURR**

EDITOR'S NOTES:

The rental options will be available as follows:

- **By Rotation:** NET-A-PORTER's edit will be accessible through By Rotation's app, with NET-A-PORTER becoming the platform's first retail partner.
- **HURR:** The selection from NET-A-PORTER will be accessible on HURR's website and app. HURR's hybrid model combines a community-led peer-to-peer marketplace, powering rental for 130+ world class brands and retailers.

Followers of NET-A-PORTER are invited to join the conversation on social media using: @NETAPORTER

For more information about NET-A-PORTER visit www.net-a-porter.com

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ABOUT NET-A-PORTER

NET-A-PORTER delivers incredible fashion to a global audience of more than nine million. As the world's leading online luxury and fashion retail business with the most authoritative product edit, it offers the ultimate curation of fashion.

NET-A-PORTER places special emphasis on highlighting the creativity and promise of the next generation of fashion talent via the Vanguard, a program that supports emerging brands, and its efforts extend to the Vanguard Education Fund, a mentorship scheme that helps final-year students as they embark on their careers within the fashion industry.

As consideration for environmental and social impact increasingly shapes its offering, NET-A-PORTER continues to grow its NET SUSTAIN edit. Furthermore, in 2021, NET-A-PORTER entered the world of luxury resale through a partnership with leading technology provider Reflaunt, enabling its customers to contribute to a more circular fashion system by selling and extending the lives of their designer items.

NET-A-PORTER speaks to a global community through award-winning editorial and content, from its entertaining and engaging podcast series to playful livestreamed videos featuring a diverse range of Incredible Women.

NET-A-PORTER champions unparalleled customer service, offering express worldwide shipping to more than 170 countries, a seamless shopping experience across all devices and a multi-lingual Customer Care and Personal Shopping team, available 24/7, 365 days a year. A pioneer of personal shopping and client-relations services for the digital era, NET-A-PORTER innovates and strengthens its offering with virtual styling, invitation-only digital exclusives and a world-class suite of specialized offers for the brand's most loyal and valuable customers.

NET-A-PORTER is part of YOOX NET-A-PORTER.

ABOUT BY ROTATION

By Rotation is the largest peer-to-peer fashion rental app, operating both in the UK and US. Dubbed as the Airbnb of designer fashion, top lenders on the app make over £3,000 a month from sharing their wardrobe. By Rotation's vision is to become the world's largest dynamic shared wardrobe empowering people financially and environmentally.

The first fashion rental app to launch in the UK, By Rotation is founded by an immigrant woman of colour and VC-backed. Global citizen and ex-investment analyst Eshita Kabra founded By Rotation as a side hustle in October 2019 to bring the sharing economy to the fashion industry. Today By Rotation is the world's largest shared wardrobe with a community of over half a million 'Rotators' including the likes of Dame Helen Mirren, Chrissy Rutherford, Abisola Omole, Lady Amelia Windsor, Camille Charrière and more.

ABOUT HURR

HURR is the UK's home for circular fashion revolutionising the way we wear. Launched in 2019 by CEO Victoria Prew, HURR champions more conscious consumption through a hybrid model that combines peer-to-peer rental, a pre-owned fashion marketplace and exclusively powers rental for an unrivalled offering of more than 130 brands. Their rental offering is refreshed weekly with an edit of the most covetable luxury and contemporary brands. HURR is meaningfully changing the way we shop; becoming the first rental platform to achieve certified B Corp™ status in 2022, HURR continues to pave the way for more circularity within the industry, empowering its community to extend the lifespan of their wardrobes.