

# NET-A-PORTER

## NET-A-PORTER ANNOUNCES NEW LINE UP TO JOIN THE FIFTH SEASON OF THE VANGUARD: THE PROGRAM FOR EMERGING DESIGNERS

**September 21, 2020** – NET-A-PORTER announces the latest brands to join The Vanguard, the globally renowned program for emerging designer talent: Jiajia and ARTCLUB, both new and exclusive to NET-A-PORTER will be joined by MINJUKIM for the brand's second exclusive collection, after winning the Netflix Next in Fashion competition earlier this year.

These three brands will join the celebrated program for the Fall/Winter '20 season and are set to receive a comprehensive 360-degree mentorship within each area of the business, from NET-A-PORTER's unequalled global team of specialists. The now well-established program will support the designers' long-term development, helping them to become successful brands for years to come.

THE VANGUARD will be supported by a visual campaign highlighting the three news brands for Fall/Winter '20, launching on September 21, 2020.

*“Over the past four seasons we have had the incredible opportunity to witness the talented emerging brands in The Vanguard program grow towards long-lasting success. It is so important to us to provide insightful mentorship which we are committed to continuously developing. Two years after launching the program, we are excited to announce the latest three designers Jiajia, ARTCLUB and MINJUKIM to join The Vanguard, each offering a uniqueness to the industry that is sure to resonate with the NET-A-PORTER customer.”* – **Elizabeth von der Goltz, Global Buying Director, NET-A-PORTER**

### About the brands

#### **ARTCLUB**

The progressive brand is home to founder Heidi Middleton's creative world, where both her art and fashion sit side by side. The Australian-based designer creates a natural dialogue between these two mediums, where both masculine and feminine energies are at play and strong modernist shapes sit amongst a muted palette. Created from a desire to make things of beauty with purpose and meaning, that will endure the test of time, recognising the importance of sustainability in fashion today.

#### **MINJUKIM**

Minju Kim launched her namesake brand in 2015 and has since been a semi-finalist in the LVMH Prize for young fashion designer and won Netflix's Next in Fashion, making the brand a natural choice for The Vanguard and furthering NET-A-PORTER's support. Based in Seoul and built upon artistic creativity, fairy-tale imagination, and art craftsmanship the brand has become known for its signature style, which combines a youthful playfulness and avant-garde haute couture.

#### **JIAJIA**

Formally known as Harris Zhu, Jiajia is a fine jewelry and crystal specimen brand created for the lovers of our planet. The design process begins with hand-selected crystals, which are uncut and untreated, and each piece is set with gold, diamonds, and semiprecious hand carved stones. Handmade in New York, each creation is modern and one-of-a-kind bringing something new and unique to the industry.

### 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. Our discerning edit places special emphasis on

highlighting the creativity and promise of the next generation of fashion talent via the Vanguard, our 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 a part of the YOOX NET-A-PORTER Group – the world leader in online luxury and fashion, comprised of multi-brand online stores NET-A-PORTER, MR PORTER, THE OUTNET and YOOX as well as its Online Flagship Stores division that partners with leading luxury brands to power their own e-commerce destinations. The Group has more than 4.3 million high-spending active customers globally. As pioneers in bringing together the realms of technology and luxury, YOOX NET-A-PORTER satisfies the most discerning clientele with expertly curated products from the best luxury brands, personalised end-to-end service, the latest technology and inspiring content, all shaped by nearly 20 years of insights into the modern luxury shopper.

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