

# NET-A-PORTER

## NET-A-PORTER ANNOUNCES SOCIAL-FIRST DIGITAL BEAUTY FESTIVAL: THE BEAUTY OF YOU



**January 11, 2021** – This January, NET-A-PORTER launches a social-first, annual digital Beauty Festival ‘*The Beauty of You*’ for the first time, democratizing access to the worlds most renowned beauty experts for our community of incredible women worldwide.

The multi-platform digital beauty festival will feature exclusive content including tutorials, storytelling and live events which will be published across all NET-A-PORTER channels from Monday 11<sup>th</sup> – Monday 25<sup>th</sup> January, with highlights including fully shoppable IGTV ‘Call The Expert’ social franchise, IG Live, Reels, TikTok, and one-off private events for our most loyal customers and friends of the brand.

Leveraging our industry-leading connections with the best beauty authorities globally, NET-A-PORTER brings together in-demand experts such as Miranda Kerr, Charlotte Mensah, Dr Barbara Sturm, Tina Craig, Tata Harper, Marianna Hewitt, Camila Coelho, Sarah Chapman, Katie Brindle, Dr Rose Ingleton and Mali Thomas.

The interactive festival will extend over a two-week-long period, aiming to entertain audiences and leaving our community feeling empowered, mindful and in the know – armed with all the beauty tips and tricks from the world’s top beauty insiders. As we spend more time at home than ever before, beauty and wellness have become integral to our day to day lives. The act of self-care, taking time to focus on feeling our best, and finding the joy within small rituals are all increasingly important to our customers, alongside the need to stay close to our communities, even if just online.

The full schedule will be published on the dedicated 'Beauty of You' hub: <https://www.net-a-porter.com/en-gb/campaigns/beauty-of-you>

### 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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