

# NET-A-PORTER

## NET-A-PORTER INVITES CUSTOMERS INTO A FASHION WONDERLAND OF MUST-HAVE GIFTS AND DREAM EXPERIENCES TO CELEBRATE THE HOLIDAY SEASON

**November 1, 2021** – NET-A-PORTER embraces the festive season with the launch of its new global Holiday and Gifting campaign, *The Holiday Wonderland*. The campaign imagery delivers a fresh perspective on the festive season, transporting customers into a playfully surrealist fashion wonderland.

Seen through NET-A-PORTER's expert fashion lens, customers are provided with an edited curation of standout holiday dressing, covetable gifts, and dream experiences. Collaborating with over 30 brands on exclusive capsules, including Loewe, Stella McCartney, Totême and JW Anderson, NET-A-PORTER brings its customers the ultimate holiday wish list across ready-to-wear, accessories, jewelry, beauty, lifestyle and more.

This season, NET-A-PORTER ensures it is *the* destination for the most desirable experiences through its introduction of *Dream Experiences* – a selection of unique gifts brought to life together with NET-A-PORTER brand partners. Launching December 1, customers can choose from an array of special moments, from an exclusive pottery workshop with CompletedWorks to a one-to-one home consultation with renowned interior designer Kelly Wearstler.

Continuing the theme of dream gifts, customers will be given the chance to win a must-have item straight from their Wish List. Throughout November and December, 25 customers who add an item to their Wish List during this time will be chosen to receive one of their favorite pieces. Additionally, NET-A-PORTER Instagram followers can take part in a quiz on Instagram stories, and four lucky followers will then be gifted a piece of their choosing up to £1,000.

NET-A-PORTER provides the ultimate in seamless shopping, offering 24/7 customer care, luxury hand-tied gift wrapping, global next-day delivery and same-day delivery in London, New York City, Hong Kong and Milan, as well as a non-stop gift shop available all year round.

*“Our customers come to us for our expert curation of the very best collections and to shop from an unrivaled edit of wish-list-worthy pieces, while our Dream Experiences cater to their appetite for truly standout gifts. This campaign reflects the celebratory and playful mood that we are all ready to embrace for the festive season – we encourage our community to use their Wish Lists to create their own ultimate holiday selection.”* **Chief buying and merchandising officer, NET-A-PORTER, Lea Cranfield**

*The Holiday Wonderland* campaign launches globally on November 1.

### 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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