NET-A-PORTER

The ultimate fashion destination - concept book
PREFACE

Responding to the changing luxury market, this concept book serves as the basis for transforming NET-A-PORTER into brick-and-mortar stores.

This book, made for NET-A-PORTER and other parties involved in creating this refined luxury retail experience, explains the overall concept. For implementation of the concept, the retail design guide can be consulted.
INTRODUCTION

NET-A-PORTER
The world’s premier online luxury fashion destination.

SHE
The internal NET-A-PORTER target group.

LUXURY MARKET
A challenge that leads into a perfectly fitted opportunity.

RETAIL CONCEPT

SOURCES
It has taken a long run, though luxury brands are finally giving in to online and are putting a focus on investing in e-commerce. With omni-channel brand strategies, they provide more service and create stronger relationships with their customers than pure-players.

In this online marketplace, which is becoming extremely crowded, pure-players are anticipating on this movement, creating more convenience and extra service for their customer through brick-and-mortar brand experiences.

The leading online fashion destination, NET-A-PORTER, must anticipate on this response of pure-players and offer a point to meet their customer in a physical place.

With the travel retail market being one of the fastest growing sections of the luxury market, there is an inviting and perfectly fitting market opportunity for NET-A-PORTER to meet their well-traveled customer.

This book briefly introduces the brand, the opportunity and the overall retail concept and therefore forms the foundation of the retail design guide in which the implementation of the concept will be presented.
NET-A-PORTER

The world’s premier online luxury fashion destination.

Making the world a more stylish place through innovative technologies, original creative content, exceptional service and the smartest product.
With the belief that luxury fashion should be available any time, anywhere and on any platform, NET-A-PORTER launched in 2000 as the world’s premier online luxury fashion destination.

Offering excellent service, provided the cash-rich, time-poor customers an experience that was the ultimate luxury, yet easier and more effortless than shopping in store. She bought what she read about, through a magazine-style site, and got it delivered to their door by a handsome man in suit and tie who brought the package wrapped as a gift; the ultimate luxury service. Up until today, this excellent luxury service is key.

NET-A-PORTER, a pioneer of digital innovation, speaks to 6 million women each month, offering a seamless shopping experience across mobile, tablet, magazine and desktop. NET-A-PORTER mixes content with commerce and does that with the best service possible, catering to the luxury wants and needs of their customers.
NET-A-PORTER offers a wide range of luxury brands and designers in the categories: clothing, accessories, lingerie, sport, beauty and gifts.
WE ARE luxury, technology driven, globally oriented

WE MIX modern with classical features, content with commerce

WE ACT with feminine strength, fashionable sophistication
WE USE black and white for corporate, subtle colors for editorials.

WE LOOK monochromatic, refined, polished, glossy.

WE SPEAK knowledgeable yet personal, with inspirational illustrations.

WE WANT TO lead not follow, provide excellent service, corporate, subtle colors for editorials.
Chanel's latest fine-jewelry collection Coco Crush exclusively launched on NET-A-PORTER.com
SHE

The internal NET-A-PORTER target group.

Style-savvy, time-poor, cash-rich & cosmopolitan.
It will be hard not to recognize her by her year round gloss and appropriate degree of allure: the remarkably fashionable and truly style-savvy woman NET-A-PORTER targets.

This sophisticated modern woman, either a hardworking business woman or ambitious creative, is forging her own path. Therefore you shouldn’t be too surprised if she is CEO or founder of her own successful business.

Although the style of the women may vary due to the vast range of brands NET-A-PORTER offers, she uses technology to get inspired. She wants to be up-to-date on luxury fashion, travel and beauty topics on their Instagram, Pinterest and Tumbrs but also glossy magazines like Vogue and Porter Magazine.

Above and beyond fancy dinners and sensational brunches with friends and mimosa’s, she delights in traveling from exclusive luxury vacations to inspiring business trips.

She flies all over the world, around eight to ten times a year. When at airports she browses quickly through the stores, which she loves, yet she finds the range of brands presented quite limited and uninspiring. That is why after the quick shopping session, she relish in grabbing a coffee at the lounge, check her mail and Instagram and relax before her flight departs.
THE LUXURY MARKET

A challenge that leads into a perfectly fitted opportunity.

THE CHALLENGES

Significant moves can be seen in today’s luxury market. As growth in China slows, luxury retailers are focusing on different routes for expansion and finally start seeing the opportunity and value of e-commerce.

Another noteworthy move, is style.com and department stores extending their sales with e-commerce. This leads to increased online competition from traditional retailers and fashion houses as well as direct competitors.

THE OPPORTUNITIES

Change is vital in this online marketplace that is getting more and more crowded. Direct online competitors of NET-A-PORTER are responding by exploring brick-and-mortar retail opportunities, as brands with brick-and-mortar store experiences offer more convenience and have stronger relationships with their customers.

When looking closer at the luxury market, we see that this industry is driven by touristic spending. That is why travel retail is one of the fastest growing markets in luxury goods and is expected to double numbers in 2020, being worth $120 billion. These locations are slowly morphing from cheap booze, cigarettes and souvenirs to luxury goods and experiences.

NET-A-PORTER

With the philosophy to provide excellent service any time, anywhere and on any platform, NET-A-PORTER has already targeted their customer while traveling through multiple collaborations with Virgin Airlines and luxury hotels around the world.

The biggest opportunity for the near future for NET-A-PORTER can be found at airports. It is the perfect location for expanding and reach the global well-traveled women NET-A-PORTER aims for. It can offer her the luxury service she is used to, away from home, at a moment she has time on her hands, in one of the most fastest growing and sophisticated markets in luxury goods.
airport JOURNEY

Important but undesirable procedures plus waiting in a captive surrounding doesn’t make airports the most favorite part of the NET-A-PORTER customers’ travel journey. However, the pre-boarding experience can be more pleasant by offering her an inspiring and utterly fashionable shopping experience.
RETAIL CONCEPT

overall
OBJECTIVE
Strengthen the relationship with the current NET-A-PORTER customer and let potential customers meet NET-A-PORTER through a physical store experience at airports.
Evolving ‘the world’s premier online luxury fashion destination’ to

the ultimate FASHION DESTINATION

The NET-A-PORTER ultimate fashion destination is a luxurious experience where every destination becomes a fashionable escape by mixing content with commerce.

State-of-the-art technology takes the customer on a digital journey and provides her with fashion suggestions and must-go places for her chosen destination. This fashionable guide, that prepares her for the perfect luxury escape through a bespoke experience, personalized to the wishes, interest and destination of the customer, will enrich her travels.

The environment fuses online and offline to provide her with an inspiring and fashionable surrounding influenced by the magazine-style of NET-A-PORTER. Next to selling an edited range and providing a digital catalogue that is endless, the environment inspires as much as NET-A-PORTER.com does with unique fashionable products and editorial content.
A luxurious experience
where every destination
becomes a fashionable escape.
INTRODUCTION


THE ESSENCE


THE ELEMENTS


SHE


THE LUXURY MARKET


RETAIL CONCEPT

• All Products [image]. From: https://www.net-a-porter.com/ [retrieved 10 December 2015].