NET-A-PORTER

The ultimate fashion destination - design guide
NET-A-PORTER
Continuing from the concept book, this retail design guide shows the implementation of the concept for NET-A-PORTER to open brick-and-mortar stores at airports. It sketches a clear direction of the ideal retail design and the experience that comes with it.
INTRODUCTION

A physical store concept for NET-A-PORTER at airports.

PILOT LOCATION
The location for the retail environment.

PACKING ESSENTIALS
The look and feel of the store.

POINT OF DEPARTURE
The retail design as solid base.

GRAND TOUR
The store's highlights.

READY FOR TAKEOFF
Suggested architect to design the final stores.

SOURCES
In an online marketplace that is getting more and more crowded, a next step can be made for the luxury fashion pure-player for women: NET-A-PORTER. As a reaction to this crowded online domain, a luxurious retail environment is created with the aim to strengthen the relationship with the customer and show new customers who NET-A-PORTER is.

The retail experience, located in one of the fastest growing sections of the luxury market, travel retail at airports, functions as a place to physically experience the brand. Being on the forefront with digital innovation, the environment blends digital with physical in a luxurious and feminine way.

This book briefly explains the overall concept and gives a visual impression of the look and feel of the stores. Renders are created to show what this experience will look like, and gives a global impression of the realization. In order to finalize the project an architect suggestion is been presented at the end. The book is created for NET-A-PORTER and other parties involved in the creation of the luxurious retail experience.
A physical store concept for NET-A-PORTER at airports.

INTRODUCTION

The NET-A-PORTER ultimate fashion destination is a luxurious experience where every destination becomes a fashionable escape.

The environment fuses online and offline and mixes commerce with content. It will enrich the customers travels by taking her on a digital journey and present her with a fashionable guide that prepares her for the perfect luxury escape.

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 exclusive fashionable products and editorial content.
A luxurious experience where every destination becomes a fashionable escape.
PILOT LOCATION
The location for the retail environment.

NET-A-PORTER’s biggest clientele is based in the United States, that is why the capital of all capitals for luxury goods, New York, will be the location for the pilot store. Starting this new journey at the biggest airport of the New York City area, JFK, will not only reach the fashionable New Yorker but the traveling business woman, and tourists from around the globe as well.

Located in the recently renovated Terminal 4, the store will attract people flying with Delta Airlines, Emirates, KLM and Etihad Airlines to name just a few.

After a successful start, expansion into current markets, The United Kingdom and France, is advised. As a next step markets for growth as China, Hong Kong and The Middle East, Dubai can be explored.
JFK airport Terminal 4.
PACKING ESSENTIALS

The look and feel of the store.
look and feel

Luxurious getaways and incredible journeys; traveling brings you to the most beautiful places, with every city and surrounding having its own specific signature. It is this uniqueness that makes the site more interesting and exciting than real life. Though, there always needs to be a solid base.

The solid base for this retail environment is based on ultimate luxury materials and NET-A-PORTER’s luxurious visual identity that connects counterparts rigid forms with feminine shapes and hard with soft-shell materials that always keeps the refined luxury the NET-A-PORTER customer is used to in mind. These elements form the base of this globally appealing retail environment which results in a perfect foundation for changing luxury collections.

Feminine strength, sophisticated gloss, polished luxury.
shapes
contra
CONTOURING
Merging linear forms, with organic shapes.
materials

striking

SURFACES
Mixing refined soft-shell, with reflecting hard-shell materials.
clear glass
soft suede
black tinted mirrored glass
polished brass
color

sophisticated

SHADES

Monochromatic black and white, with a golden touch.
lighting
in the
SPOTLIGHT
Highlighting the unique products with warm-toned bundled spots.
POINT OF DEPARTURE

*The retail design as starting point.*
There are a few essentials to designing the store lay-out for the most ideal presentation.

The store will have an open front and no shop windows, this to have an easy walk in with small trolleys. When in a hurry but travelers see a product they like, it will be easier to walk in and have a quick look.

As the stores do not have shop windows, the product wall should be seen when walking towards the gate, functioning as a shop window, which clearly presents products in an organic wave to not make it look too rigid and structured.

Products will be clearly presented on the presentation table, which will always be 1.10m height max, thus people can see the whole store and makes the small room more spacious. Logo must be clearly presented above the counter as well as above the entrance.
exclusive COLLECTIONS

On a monthly basis, NET-A-PORTER collaborates with luxury brands and fashion designers, who either create capsule collections exclusively for NET-A-PORTER or who exclusively launch their collections on NET-A-PORTER.com. Examples include but are not limited to, Chanel’s Fine Jewellery Collection, Chloé’s Snow Capsule Collection and The Hunger Games Collection.

These exclusive lines will be used for physical presentation in store and show the ultimate luxury products in stores at airports.

The Chloé Snow Capsule

From luxuriously chunky jacquard knits to outerwear elevated with quilting and shearling, plus three special editions of this season’s cult-worthy Georgia bag, this is the French fashion house’s created-for-NET-A-PORTER collection inspired by French Alpine retreats of the 70’s.

This latest exclusive collaboration, we use as example for our store design.
overview

FIXTURES

presentation table

brass organic rack

adaptable wall presentation
The presentation table will be used to clearly present exclusive products to customers walking by. Additional props fitting to the collection can be used to accentuate products.
adaptable wall presentation

Height of the brass pipes can be altered to create the perfect organic wave, as an overall presentation.

Hangers or presentation blocks can be added to present the product in the best possible way.

The groove is created to add more or take away brass pipes, to easily alter and adapt to changing collections.

Background can be changed according to a destination that is linked to the collection in store.

Features
organic brass rack

Features

Hangers are fixed, but can be added or removed, to clearly present the products in a structured way.
GRAND TOUR
Exploring the store’s highlights.
A digital wall in store shows how to create the perfect fashionable escape.
The exclusive collections offer a unique product offer and triggers impulse buying at airports.
A fitting room experience takes the customer on a fashionable digital journey.
digital WALL

On the digital wall, the customer can choose her destination. This will give her information on where she should go to and what she should wear for these occasions relating to the weather forecast at that moment in time.

In case she wants to shop, and buy something she loved or forgot to pack, she can easily order it from the screen through her NET-A-PORTER account or transfer the information to her device, to continue shopping on her smart phone.

All information is provided in English, French, German and Mandarin.
explore
NET-A-PORTER.com

The signature-black digital glass wall lets customers browse NET-A-PORTER.com as they know it. Allowing the customer to find an item they forgot to pack and desperately need on vacation and order it right away to assure the item is there just after she is. The screen will also be used by the NET-A-PORTER representatives to advise customers.

The wall is made of black tinted glass, and through this, a digital screens is visible.

NET-A-PORTER mobile version
The fitting room takes the customer on a fashionable digital journey, with the customer in charge of the destination. The fitting room will give four destination choices fitting to the exclusive collection in store at that moment in time.

The setting which includes lighting, music and background will be adjusted to the chosen destination, and makes the customer feel as if she is indeed there. It shows the weather forecast of the destination and matching items will be presented to make her outfit complete according to the weather forecast. Luxurious must-go places for that destination are shown, and give an inspiration on where she can go to flaunt with her outfit.

Saving this inspiration is not a problem, on the mirror is an icon which she can scan. This will send all information to her device and will let her continue shopping on NET-A-PORTER.com or read back all information on the destination. It is also possible to send it to any social account, to share it with her friends.

If she didn’t prefer to put her own flight destination in, which will ensure she gets a notification when to leave for her flight, a list of flights will be shown.

There will always be the option to send the items to any place she wants, delivering the extra service she is used to, but at the airport.
first class
SERVICE

In the store NET-A-PORTER provides the same services as they are providing online. In addition to this, a few convenient services will be added.

The products can be delivered to whichever place the customer prefers, which is not common at the airport nowadays. Whether this would be a hotel or her home, all is possible, with express shipping within two days. When shipping the order to New York, London or Hong Kong it is possible it will be there even sooner than she is.

Payment is made easy through her net-a-porter account.

Multilingual personnel function as personal shoppers, they can identify with her and know all about the exclusive collection as well as the digital catalogue. They must help with the fit of (digitally visible) products and advise her about the products.

Also, the store can be used as pick-up point, in case this is more convenient for her with her travels.

An beacon sends a push notification to the NET-A-PORTER app on the devices of the customer, informing about the exclusive collection.
READY FOR TAKEOFF

Suggested architect to design the final stores.
Joseph Dirand is an award winning architect and interior designer whose guiding philosophy for life seems to be to see, consume, and experience it all. He has been commissioned by a range of fashion houses and designers, including Chloe, Pucci, Balmain, Rick Owens and Alexander Wang.

Joseph Dirand has built a reputation for projects that are as radical as they are classic, consisting of precise lines, sensuous volumes, a monochrome palette, and rich materials, which seems to match the NET-A-PORTER stores at airports perfectly and is therefore the suggested architect to work with when creating the final store designs.
“Dirand uses perfect lines, sensuous volumes, a monochromatic palette and rich materials.”
Bon voyage!
**IMAGE SOURCES**

- From: http://www.net-a-porter.com, [retrieved 7 December 2015]
- Building [image]. From: http://www.brit-images.net/abandoned-cities/
- Black shiny doors [image]. From: https://s-media-cache-ak0.pinimg.com/736x/01/ab/0d/01aab0d5a7437523b5d661ec075e0b6f.jpg, [retrieved 7 December 2015]
- Retail design, Stephanie van den Sigtenhorst