

NET-A-PORTER

NET-A-PORTER LAUNCHES EXCLUSIVE ISABEL MARANT CAPSULE

April 22, 2019 – This May, NET-A-PORTER launches an exclusive capsule collection with Isabel Marant covering RTW, swimwear, shoes and bags.

The 35 piece collection epitomizes the laid back elegance that is so iconic to Isabel Marant. Easy, carefree styles in sophisticated floral printed georgette and fresh printed crepe silks. The one-shoulder style is a key silhouette throughout and features on dresses, swimwear and separates, finished with romantic embroideries and paired with printed summer jeans. A printed jumpsuit provides a versatile highlight, which can be dressed up with tie-around the ankle leather heels, or down, with printed espadrilles and chunky leather sandals. The finishing touch come in the form of a macramé and leather trimmed shoulder bag, as the perfect accompaniment to this summer wardrobe.

The Isabel Marant exclusive capsule will launch alongside a dedicated campaign on NET-A-PORTER from April 22.

“There is the garment, there is the way I style it, and there is the way that the women is going to wear it. I always think about dressing her when I am designing a collection. I always think of this women who has the perfect suitcase, filled with all the clothes that she has been collecting from her world travels. But the more she wears each piece, the more it becomes about her and less about where it came from.” – Isabel Marant

“It’s no surprise that Isabel Marant has long been one of our best performing brands, and we’re seeing the cult of the ‘Isabel Marant girl’ growing season on season. The exclusive capsule perfectly captures the classic Isabel DNA, reimagined in this standout summer collection.” – Elizabeth von der Goltz, Global Buying Director, NET-A-PORTER

About NET-A-PORTER

Since June 2000, NET-A-PORTER has delivered incredible fashion for incredible women. From more than 800 of the world’s most coveted designer brands, including Gucci, Chloe, Balenciaga, Saint Laurent, Balmain, Prada, and Stella McCartney, to more than 200 specialist beauty brands, NET-A-PORTER delivers the ultimate curation of product and content – plus new arrivals on site three times a week. A pioneer of innovation, NET-A-PORTER speaks to a global monthly audience of seven million female luxury consumers, fans and followers and features a fully dedicated editorial vertical with PORTER, which is presented in the style of a fashion magazine and is renowned for its award-winning content. NET-A-PORTER champions unparalleled customer service – offering express worldwide shipping to more than 170 countries (including same-day delivery to Manhattan, London and Hong Kong and next-day delivery to the UK, US, Germany, France, Australia and Singapore), a seamless shopping experience across mobile, tablet, desktop, email and telephone, luxurious packaging, easy returns and a multi-lingual customer care and personal shopping team that is available 24/7, 365 days a year.

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About Isabel Marant

Say Isabel Marant, think Parisian flow. Having founded her label in '94, she instantly became renowned for her pioneering and cosmopolitan spirit bringing self-affirmation and feel good effect to her dégainé. To do so, ever since her launch, she has been trying on each garment before it leaves her studio to ensure everything works in the everyday life of a real woman.