

NET-A-PORTER LENDS EXPERTISE TO EMERGING TALENT

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Global – Luxury e-commerce platform Net-A-Porter has announced the launch of a new initiative designed to nurture and develop emerging fashion talent.

Known as the Vanguard, the incubator and accelerator will support emerging brands that Net-A-Porter believes will make a lasting impression on the future fashion landscape. Its members will be automatically added to the site's roster of brands, while also enjoying access to a team of experts providing advice on topics such as business strategy and marketing. Brands will only graduate from the Vanguard programme once they have sufficiently matured after a few seasons on-site.

'In an industry that is constantly focusing on the new, we at Net-A-Porter want not only to introduce novelty to our customers but also to make sure that we're helping to set these brands up for self-sustainability,' Lisa Aiken, Net-A-Porter's fashion director, tells InStyle.com.

Brands set to be included on the programme include Toulouse-based **Les Rêveries**, which specialises in luxury shoes and accessories, and **RÜH**, which creates fashion-conscious modesty wear.

In order to discover and cultivate new talent in industries from fashion to furniture design, brands are lending their expertise to the next generation of talent. See our [Viewpoint](#) with Ruth Wassermann, design director at MADE, for more.