

BEAUTY

The world's biggest online fashion retailer is now branching out into beauty. And, as always, in its 'edit' we trust, says **Karen Dacre**

Net-A-Beauty

PICTURE: CHANTECAILLE

EDITING is all the rage. A quick audit of the buzz words most frequently used by fashion websites at the moment is testament to that. There is, it seems, no better marketing tool than the promise of an already "edited" offering. While shoppers once demanded choice, they now expect the retailer to do most of the hard work for them: time-strapped and in search of a straightforward customer experience, we don't want to scroll through 10,000 bags when trying to make an online purchase, we want to choose from 50 and, crucially, we want every single one to be amazing.

Net-A-Porter is the master of this art. Since launching in 2000, the brand has created a multi-million pound business out of its ability to give the customer exactly what she wants. It is far from surprising, then, that as the site makes its first foray into beauty today, it isn't

with 10,000 beauty brands but with a carefully selected 11. "Our tag line is Beauty – the quintessential edit," notes David Olsen, VP, beauty. "We are committed to a tight assortment that consists only of star products as a complement to Net-A-Porter's existing offering."

Of course, this being a luxury fashion destination, these aren't your run-of-the-mill eyeliners and nail polishes – you'll have to return to Boots for those – but some seriously special beauty booty with hefty price-tags to match – each of which can be delivered to your door within a matter of hours and in one of Net-A-Porter's signature black boxes.

Essentially, it's a virtual heaven for beauty addicts.

Here, the brand's supremely chic managing director Alison Loehnis gives us (yep, you guessed it) a beauty edit of her own.



1. Liquid Tan Light, James Read (£24)

"I have olive skin and use this during the winter months for a natural-looking glow."

2. Diamond Drops Serum, Natura Bisse (£147)

"It's incredibly hydrating and perfect after a long-haul flight."

3. Save the Sharks Palette, Chantecaille (£75)

"The Sea



Anemone cheek shade is a true panacea and some of the proceeds go towards a great cause."

4. Resurrection Aromatique Hand Balm, Aesop (£67)

"The perfect antidote to winter skin."

5. Tinted Lip Conditioner, Ilia (£20)

"I like to mix shades together to create my own personalised hue."

6. Youth Supplement, Beauty Works

all-round supplement."

7. Russian Amber Imperial Conditioning Crème, Philip B (£110)

"It leaves my hair super-smooth and shiny."

8. Skinesis Ultimate Cleanse, Sarah Chapman (£40)

"Feels decadent and removes all traces of make-up and gently exfoliates my skin."

9. Perfect BB SPF 40, 3LAB (£72)

"Brightens and lifts the skin."

10. Precision Liquid Eyeliner, Le Métier de Beauté (£55)

"I am a liner fanatic. This is the