

《欧美最潮的时装网店，谁开的？》

Digital luxury: the next generation

Sixteen years after the fashion website Net-a-Porter was launched, ecommerce is still immensely attractive to entrepreneurs. But today's new sites are evolving. The latest digital incarnations sit apart from the major fashion houses and lifestyle behemoths to offer a more nuanced experience. Net-a-Porter 16 years after its launch, ecommerce is still immensely attractive to entrepreneurs. But today's new sites are evolving. The latest digital incarnations sit apart from the major fashion houses and lifestyle behemoths to offer a more nuanced experience.

These three women offer something beyond click-to-buy. The key word in luxury today is narrative, and each of the following sites are using editorial, social media and shared experiences to engage consumers, taking know-how from previous careers — whether buying or blogging — to give their new projects edge and a sense of the personal.

Nasiba Adilova: thetot.com (Nasiba Adilova) thetot.com

If there's a product on Nasiba Adilova's parenting website The Tot that sums up its appeal in one neat package, it's the limited-edition diaper bag by British designer Mary Katrantzou. Just launched, the leather tote comes in two designs, one featuring a postage-stamp print, the other two white horses on a powdery blue background (\$1,700). Crucially, you'd never know when it's zipped up that inside there's a waterproof lining, multiple compartments, a removable accessories pouch and changing mat on the side. Check out Russian-born, Texas-based Adilova's Instagram account (90,000-plus followers) for a photo of her carrying it with her two-year-old son, or demonstrating its usefulness on a video, and you'll crack the ethos of The Tot; practical, chic and social-media savvy.

The Tot, which launched in May 2016, combines useful editorial about pregnancy and motherhood with an e-shop offering all things stylishly mother and baby. The Tot is as much a destination for new mothers looking for advice, and to share their own experiences as it is a shop, but don't expect Mumsnet. "First and foremost, we're catering to mums like us," says Adilova, "so these are all of our friends who are also fashion mums or they're working in the industry but don't have the luxury of time for browsing." Formerly a business development director on Miroslava Duma's Buro 24/7 lifestyle and fashion site, Adilova created The Tot with Duma because her friends were asking her for a "baby list" of recommendations, and the selection represents all the tried-and-tested products she swears by. There's cool jersey maternity wear by Hatch, organic skincare by brands such as Kahina Giving Beauty, and tasteful toys that would complement rather than clutter even the most Scandi of interiors. "We make the selection very easy and tightly curated," says Adilova, "everything has to pass what we call the tot test. We look at how eco-friendly, how safety and health conscious it is, as well as how innovative. We always choose a small company over a big one because we want to help support entrepreneurs that are trying to do good." The Tot (Mary Katrantzou) Diaper Bag 1700 Instagram 90000 The Tot

Probably the biggest difference between Adilova's site and others with a similar focus, is the fashion sensibility she has brought to it. It's not just in the collaborations between designers and companies producing products for children (there are exclusive Oscar de la Renta childrenswear pieces coming out for Christmas) that signify style, it's in the understated way a wooden toy camera is photographed for a feature, or in the "Being Mama" profiles they publish with other inspirational (and high-profile) mothers; women such as editor, street-style star and retailer Taylor Tomasi Hill, artist Quentin Jones and stylist Rachel Zoe.

Adilova lives, breathes and dreams digital, and she's noticed the migration of women in the fashion industry towards its bright lights. The Tot Mumsnet The Tot

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