

EMERGENCY WARDROBE SERVICE FOR HOTEL GUESTS



Guests at Jumeirah Hotels may be able to pre-order toothpaste or books for delivery before they arrive (see [Shop-ahead service for hotel guests](#)), but that won't help solve fashion emergencies that can crop up during a stay. For crises of a more sartorial sort, [Net-A-Porter](#) now offers an “emergency wardrobe service” for guests at select [Soho House](#) members' clubs/hotels. Forgotten pair of shoes? Embarrassing stain incurred at dinner? Guests at High Road House London, Babington House Somerset and Soho House New York need fear such adversity no more. Thanks to the brand-new initiative, they can now enjoy same-day delivery of items from Net-A-Porter's exclusive online collection of designer clothes, shoes, handbags and accessories, according to [Vogue.com UK](#). Swing tags in each room promote the service, which reportedly launched last week. Who says luxury is dead? Through partnerships between like-minded companies like Net-A-Porter and high-end hotels, the [premiumization](#) possibilities are endless! Moreover, it's a great example of an online brand branching out into the offline world, getting physically closer to (new) customers without having to invest in expensive retail space. Spotted by: [Vogue.com UK](#) via RK

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