

Haney Launches Exclusive On NET-A-PORTER

Written by Australian Business

LOS ANGELES, Jan. 13, 2014 /PRNewswire/ -- Haney, the first customizable luxury ready to wear brand by renowned Los Angeles based stylist and fashion editor Mary Alice Haney, is available for customers to buy for the first time on NET-A-PORTER.COM

The label, which launched in October, has quickly gained attention for its personalized approach to glamour by high profile media including *The New York Times*, *WWD*, *The Los Angeles Times*, *The New York Post*,

and celebrities such as Reese Witherspoon

. For NET-A-PORTER, HANEY has developed five exclusive styles in different color ways ranging in price from \$1000 - \$5000

: A red one shoulder dress with chiffon overlay called the "Amy"; the "Jordana," a long black dress with V-neck, angular hem and cut out back; a black Halter neck jumpsuit with sheer chiffon pants and sleeves called the "Alexis"; the "Molly" backless below the knee black dress; and a black strapless dress with sequin lace insert called the "Reese", named after Witherspoon herself who was an inspiration for the design. Due to NET-A-PORTER's global reach, HANEY will be available to customers in over 170 countries.

"Partnering with NET-A-PORTER has always been a dream for me," says Haney. "To be accepted among their incredibly curated mix of high end designers really affirms for me that the glamorous brand I wanted to bring to life has quickly become a reality."

Ben Matthews, Buying Manager, NET-A-PORTER.COM says: "We are proud to be the first retailer ever to stock Haney. The construction of her dresses is so flattering and they really are designed with events in mind. We know they will be a hit with our customers around the world."

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ABOUT HANEY: *Haney Pret-a-Couture* was created with a demi-couture sensibility, giving women a customizable experience to create the dress that provides them with the ultimate in personalized detail, impeccable tailoring and a figure-flattering shape. The luxury ready-to-wear brand launched by renowned Los Angeles based

fashion editor and stylist

Mary Alice Haney

is sold on

www.shophaney.com

with exclusive versions retailing through Net-A-Porter.com. Since the line launched in October, Haney has already become popular with celebrities such as

Reese Witherspoon

and boasts socialite ambassadors such as

Minnie Mortimer Gaghan

,
Rochelle Gores Fredston

,
Marlien Rentmeester

,
Alex Von Furstenberg

in

Los Angeles

; and Capa Mooty,

Stacey Hunt

and in

Dallas

;
Elenor Ylvisaker

,
Alina Cho

and

Alexandra Lind Rose

in

New York

; and

Allison Speer

,
Hillary Thomas

,
Alexis Swanson Traina

and

Katie Traina

in

San Francisco

, among others.

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ABOUT NET-A-PORTER.COM *NET-A-PORTER.COM* was launched in June 2000 and has since successfully established itself as the world's premier luxury online fashion retailer. Presented in the style of a fashion magazine, NET-A-PORTER features collections from over 300 of the world's most coveted designers including Chloe, Marc Jacobs, Burberry, Miu Miu, Stella McCartney and many more. With its acclaimed editorial format, express worldwide shipping to 170 countries (including same day delivery to London and Manhattan), luxurious packaging and easy returns, NET-A-PORTER offers an unparalleled shopping experience. To read more, visit www.net-a-porter.com.

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