

THE OUTNET.COM

The Most Fashionable Fashion Outlet

CHRISTMAS, YOUR WAY

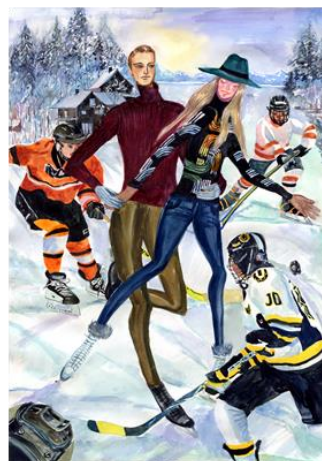
With the festive season fast approaching, THE OUTNET.COM promises to solve all manner of gifting dilemmas with a dedicated Holiday Shop launching on October 18th, 2016.

We know that the holidays are steeped in traditions – yet everyone's traditions, all around the world, are different. Whether they are backyard barbecues in Australia, sun-soaked, far-flung family vacations, traditional snowy ski trips or dinner parties at home by the fire, it's a time of year for celebrating customs – and for discovering, sharing and creating new ones.

To capture the essence of the holiday season, THE OUTNET has partnered with self-taught illustrator Kuan Jia to produce bespoke artwork that represents Christmas for everyone. To support this on site, THE OUTNET has collaborated with a selection of global influencers to share their holiday traditions. Each week an influencer will be revealed with their own Kuan Jia illustration and a personal custom list that best reflects how they celebrate the festive season and what they wear, along with some of their top tips for being Christmas-ready and embracing the holiday season.



'Family traditions are always extravagant affair in the Harrington family'



'A date at the ice rink is an annual holiday tradition for Jill and her boyfriend'



'Hermione doesn't want anyone to get burned this Christmas'

THE OUTNET Holiday Shop will be a one-stop destination that promises to deliver fun, innovative content and shopping categories to make life a little easier and, of course, very tempting in terms of self-gifting. Gift categories are arranged with anyone in mind, whether it's for yourself, your mom, daughter or girlfriend. All gifts are categorized by price points and include: under £75 / \$100, between £75 and £250 / \$100 and \$300. With the debut of our

exclusive capsule holiday sweaters by Chinti & Parker, jovial Edie Parker clutches and the first holiday partywear collection by our in-house label Iris & Ink, THE OUTNET's 'Christmas, Your Way' will have all that you'll need this season. Available on THE OUTNET from October 18th, 2016.

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About THE OUTNET

Launched in 2009 by the people behind NET-A-PORTER.COM, THE OUTNET has established itself as the go-to destination for the global, style-conscious shopper looking for the best designer products at great prices. THE OUTNET stocks an unparalleled selection of previous-season designer fashion from over 350+ brands, as well as exclusive collaborations with high-profile designer labels and its in-house label, Iris & Ink. With express worldwide shipping to 170 countries (including same-day delivery in London, Manhattan and Connecticut), a seamless shopping experience across mobile, tablet and desktop and a Customer Care team fluent in 16 languages, available 24/7, 365 days a year, THE OUTNET is the most fashionable fashion outlet.