

# THE OUTNET.COM

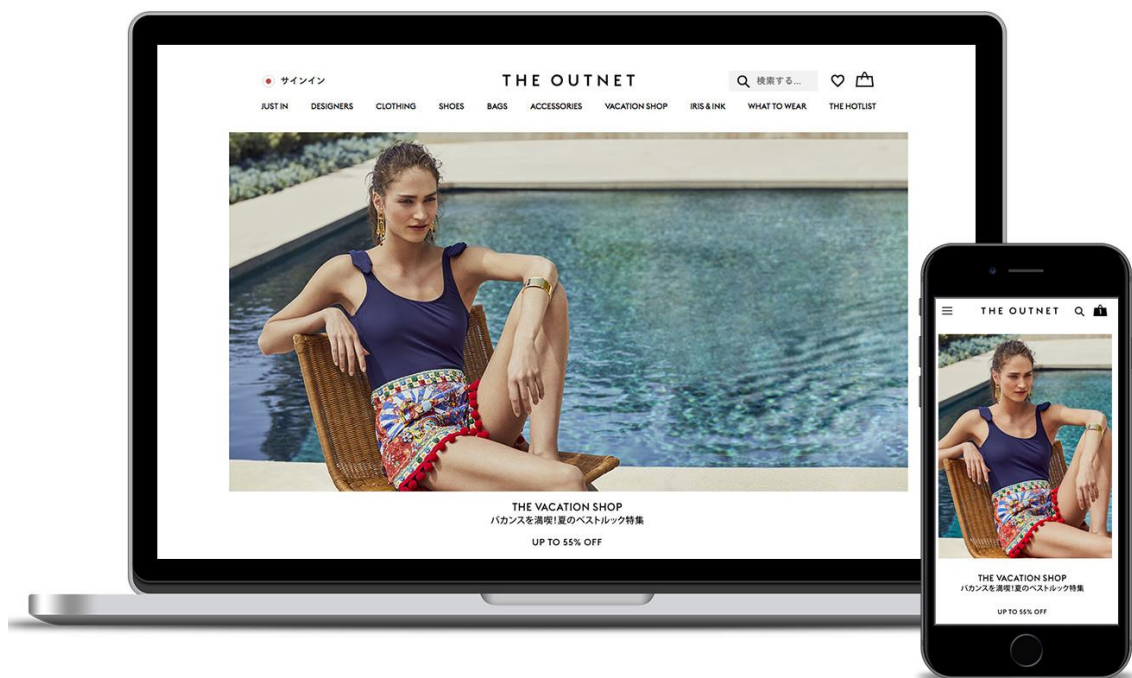
Everything Reduced But The Thrill

## THE OUTNET.COM Launches in Japan

Luxury e-tailer THE OUTNET is pleased to announce the launch of a dedicated platform for Japanese customers on April 24<sup>th</sup> 2018.

This exciting update will offer Japanese content, newsletters and push notifications to provide the best-localized customer experience to Japanese speaking customers. Those based in the region will now be able to purchase in Yen and offer the choice to purchase with a new payment method of 'cash on delivery', echoing the swift and stylish shopping experience that THE OUTNET is renowned for. The update includes registration and order forms based on a Japanese format.

Further updates will be available soon including dedicated customer care consultants in the region, offering expertise including size and fit advice, product information, order enquiries and delivery status. Customers will receive a new and improved user experience including Live Chat in Japanese.



Since its launch in 2009 by THE NET-A-PORTER GROUP, THE OUTNET.COM has established itself as the go-to destination for the global style-conscious shopper, with prices at up to 75% off. Operating with a highly curated approach, THE OUTNET stocks an unparalleled selection of high-end previous-season designer fashion from over 350 brands, as well as offering exclusive collaborations with high-profile designer labels.

THE OUTNET prides itself on its unique DNA of strong relationships with globally renowned designers and its highly editorialised point of view. THE OUTNET's luxury labels include Dolce & Gabbana, Valentino, Chloé and Emilio Pucci to name but a few, sitting alongside contemporary brands such as Isabel Marant, Tory Burch, and Alexander Wang. These brands are complemented by in-house label Iris & Ink. Launched in 2012 and designed exclusively by THE OUTNET, Iris & Ink offer trend-led style staples designed to fit seamlessly into any wardrobe.

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To celebrate the upcoming Summer season, Japanese customers will be able to shop for all holiday essentials at THE OUTNET's dedicated Vacation Shop. Whether relaxing poolside or road-tripping stateside, THE OUTNET's Vacation Shop features a carefully curated edit of must-have summer staples from a roster of truly global designers for a season of fun in the sun. The fully shoppable onsite section will feature the designated monthly themes 'Poolside', 'Road Trip', 'Global Traveler' and 'Summer In The City'.

New customers are invited to stay up to date with the latest new arrivals, outfit solutions, fashion editorial stories and trend tips by signing up to receive newsletters. Subscribers will also receive updates on exclusive designer collaborations and dedicated influencer content, which lives onsite in the *What to Wear* section which will be fully translated into Japanese.

Ordered items will be shipped directly from Italy to THE OUTNET's dedicated local logistic centre in Japan, using both international and domestic shipping courier services, with orders received within 4-6 business days by express delivery.

*To celebrate this exciting launch, THE OUTNET will be offering free shipping and free returns on all orders from June 1st, which will be applied at checkout. Stay tuned for more exciting offers and gift campaigns.*

[www.theoutnet.com](http://www.theoutnet.com)

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## Editors Notes

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 over 100 countries (including same-day delivery in Manhattan and the Hamptons in the summer), a seamless shopping experience across mobile, tablet and desktop and a Customer Care team fluent in 14 languages, available 24/7, 365 days a year, THE OUTNET is where you'll find everything reduced but the thrill.