

# THE OUTNET.COM

Everything Reduced But The Thrill

## THE OUTNET.COM Launches SS18 Advertising Campaign

This spring/summer 2018, THE OUTNET.COM kicks off its tenth campaign since the brand's advertising debut in September 2013.

Launching on February 1<sup>st</sup>, the campaign was shot and filmed for a third consecutive season by Riccardo Vimercati in his characteristic cinematic style.

Set in the stylish iconic Malibu location house famed for its use in American drama series *Big Little Lies*, the SS18 campaign evokes natural moments of joy shared between a stylish group of 'fashionable best friends', following the success of the FW17 campaign featuring Amber Valletta and Missy Rayder.

Featuring international models Ava Smith and Bruna Tenório, the imagery highlights key trends and silhouettes for the upcoming season which are all available on THE OUTNET.

The images feature pieces selected from THE OUTNET's luxury designer offering, including Attico, Tibi, Proenza Schouler, Victoria Beckham and Johanna Ortiz to name but a few. All looks are styled by THE OUTNET's in-house fashion team to reflect seasonality and relevance for THE OUTNET's global customer.

The SS18 campaign will feature video assets alongside the campaign stills, with short digestible edits for the modern digital consumer being utilized across social channels to build anticipation for the campaign's launch.

The campaign will run across seven of THE OUTNET's key territories: UK, US, France, Germany, Middle East, Hong Kong and Australia. The new creative will be live from February through to July and will be showcased across digital and print advertising targets globally. The brand will utilize the assets as part of annual partnerships, combining traditional advertising with additional activity, such as customer-focused events, to create a 360 strategic approach for the brand. Following the success of 2017, out of home placements will continue and will include London bus advertisements and tram wrapping in Hong Kong during the pivotal Art Basel event showcase.

*"The fashionable best friends concept is one that we continue to employ as a key brand message for THE OUTNET customer. The SS18 campaign depicts those expressive and natural moments of joy that we know are immediately relatable to our customer, creating dynamic brand recall for her. The campaign is a key communication tool for THE OUTNET and allows us to enter dynamic partnerships meaning we can create immersive touchpoints for our customers, plus longevity and cut through in the modern marketplace."*  
Andres Sosa, EVP of Sales, Marketing and Creative

Alongside advertising assets, the campaign assets will be executed across all brand touchpoints including site, social, marketing, affiliates, performance and email. The site will also house custom shoppable links to products to achieve the looks in the imagery.

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

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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 over 100 countries (including same-day delivery in Manhattan, Connecticut, 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.