

# THE OUTNET.COM

Everything Reduced But The Thrill

## THE OUTNET LAUNCHES ELEVATED STYLE

*'I love THE OUTNET not only as a resource for my job, but also to find more fashion-forward pieces for myself at a discounted price – it's where I shop!!! I was thrilled to participate because, honestly, I am a customer!'* **Stylist Karla Welch**

THE OUTNET is adding to its content with a playful new monthly video series, **Elevated Style**, launching on June 1<sup>st</sup> 2018. It features the best of the best celebrity stylists in an elevator style interview. **Elevated Style** is a natural progression for THE OUTNET's content and reflects the brand's fun, tongue-in-cheek personality, while also giving our customers a glimpse into what makes these prominent style mavens tick, as well as how they shape the fashion industry.

Celebrity stylists taking part include TV personality **Brad Goreski**, power stylist and entrepreneur **Karla Welch**, dynamic duo **Jill Lincoln** and **Jordan Johnson**, the iconic **Cristina Ehrlich**, Creative Director of Juicy Couture **Jamie Mizrahi**, and **Jason Rembert**, who is known for his contemporary aesthetic. Together, these stylists dress Hollywood's elite, including the likes of Jennifer Lawrence, Laura Dern, Brie Larson, Karlie Kloss, Penelope Cruz, Elisabeth Moss, Jennifer Garner, Katy Perry and Rita Ora.

We know that our customers are engaged by content across all areas of life, including fashion, design, art, food and travel, and as such we continue to work with global influencers who are renowned in their field. Each individual has been chosen as a natural extension of THE OUTNET's personality and brand values – someone who will allow us to continue to bring the brand to life and celebrate style as a form of self-expression.

*'We are both working mothers who realized when we had kids that our personal wardrobe spending would be compromised! THE OUTNET is our go-to because it allows us to still wear the designers we love, stretch our dollars a bit further and lessen our mom guilt.'* **Stylists Jill & Jordan**

THE OUTNET launched its content series last year and includes **Dropped Pins**, **Speed Dial** and **Take 5**, all of which are found under the 'What to Wear' section onsite. **Dropped Pins** is a video series that allows you to see an influencer's favorite places in a specific neighbourhood. The series speaks to our customers' lifestyles, gives THE OUTNET cultural relevance, and is an important extension of our brand identity. **Speed Dial** is a time-limited video conversation between THE OUTNET and its go-to friend they have on speed dial with regards to a specific topic, illustrated by playful images that give you a peek into the influencer's personal life and take on the topic in detail. **Take 5** is where we ask industry insiders what their top five pieces are, relating to our monthly editorial theme.

**Elevated Style** will live onsite and will be fully shoppable and visible across all of the brand's marketing channels, including email and social media from June 1<sup>st</sup>. Additionally, the videos will be on YouTube and will include a multi-cam feature that allows the audience to watch the film from four different camera angles. They can do so by activating a multi-cam icon which will appear next to the settings icon. THE OUTNET is the first to use this functionality for a content series, giving the customer an interactive viewing experience, made possible by Google/YouTube.

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

## About THEOUTNET.COM

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.