

THE OUTNET.COM

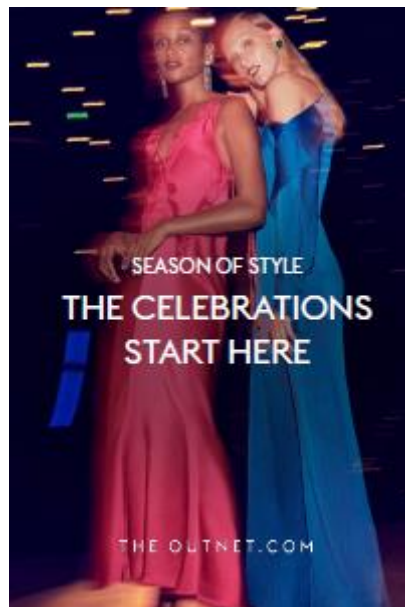
Everything Reduced But The Thrill

THE OUTNET.COM Launches First AR Experience

On Thursday, November 1st, luxury digital retailer THE OUTNET.COM will launch an augmented-reality effect on Facebook. This mobile-first experience allows the user to fully immerse themselves into the brand's Holiday Campaign for the festive season.

To activate, users access THE OUTNET's Facebook, via mobile, select 'Send message' and say 'Hi'. When THE OUTNET Chatbot replies, users will be able to start the 'try party effect' button, to launch the FB camera, mirroring the brand's onsite Holiday Campaign.

Users will be able to play with this holiday effect inside, outside, in a selfie or in world mode. When in the effect, a message will prompt users to search to find THE OUTNET logo to reveal a holiday surprise. To activate, they simply have to hover the camera over the shared Holiday campaign asset (below) and their surprise will be revealed.



THE OUTNET.COM is one of first-ever brands to use AR image recognition within Facebook, to deliver dedicated brand messages, in addition to being the first YOOX Net-A-Porter Group brand to have an AR experience.

The AR experience is accessible through THE OUTNET Chatbot, an extension of the brand's social media platform which launched in February, via Facebook Messenger. Since its launch, THE OUTNET Chatbot has over 6,000 users.

The experience will be promoted to existing customers through multiple platforms, including Instagram and Facebook. THE OUTNET will also send instruction postcards in every delivery package for the first two weeks of activation.

Throughout the Holiday Campaign, user's will also be encouraged to share a photo of themselves immersed in THE OUTNET filter, using the hashtag #THEOUTNET and tagging @THEOUTNET.

www.theoutnet.com

ABOUT THE OUTNET

Launched in 2009 by the people behind [NET-A-PORTER.COM](https://www.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 Brooklyn, Manhattan and Queens), 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.