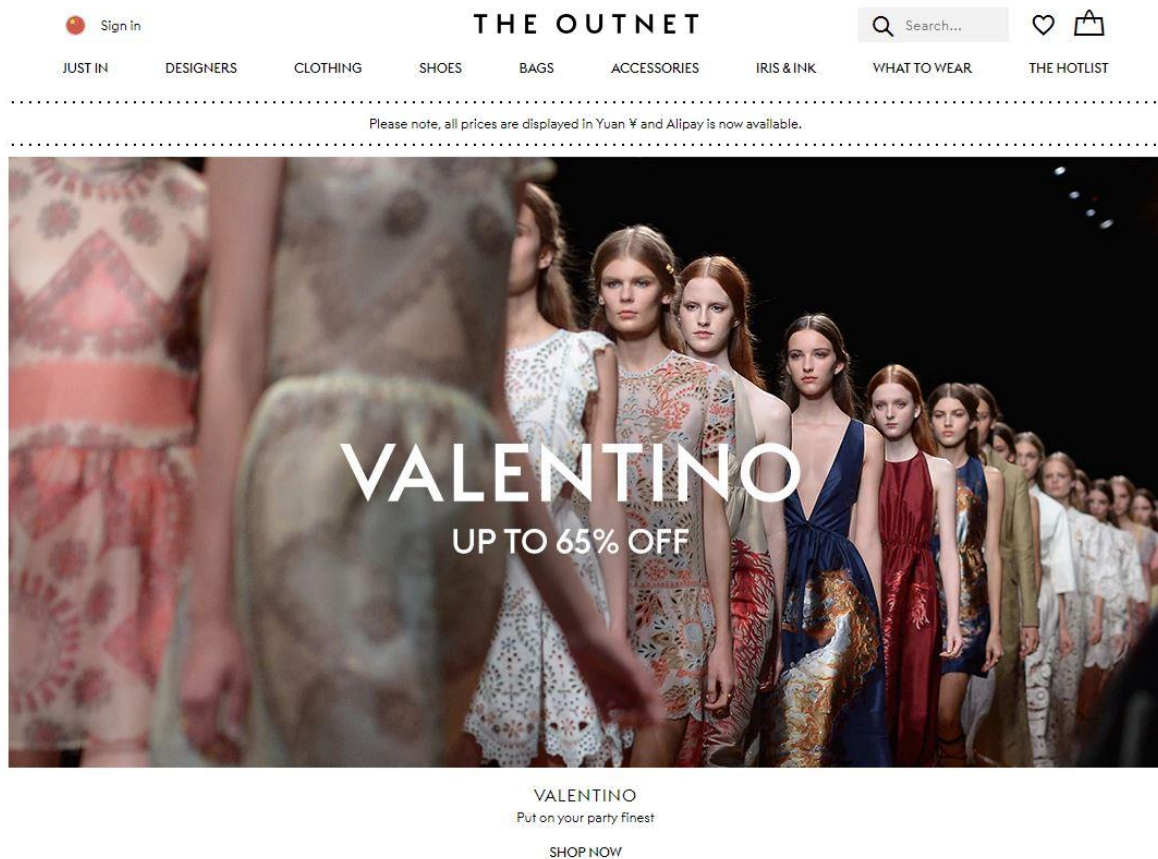


# THE OUTNET.COM

Everything Reduced But The Thrill

## THE OUTNET.COM refreshes in China

Luxury e-tailer THE OUTNET has refreshed its platform in the Chinese market. Customers are able to access the site from URL [www.theoutnet.com](http://www.theoutnet.com), which automatically locates to the Chinese site when the users IP addresses is located in the region. This exciting update will now see the Chinese local site accept local currency Yuan whilst also supporting popular online payment platform Alipay, ensuring a swift and stylish shopping experience throughout.



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.

Stocking an unparalleled selection of previous-season designer fashion from 350+ brands as well as 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 the likes of Dolce & Gabbana, Valentino, Chloe and Emilio Pucci as well as more modern brands such as Isabel Marant and Alexander Wang. These brands sit alongside contemporary in-house label Iris & Ink, launched in 2012 and designed exclusively by THE OUTNET, offering trend-led style staples designed to fit seamlessly into the wardrobe of the modern day woman.

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, where followers can also receive updates on exclusive designer collaborations and dedicated influencer content, which lives onsite in the *What to Wear* section.

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To celebrate this exciting re-launch, THE OUTNET will be offering free shipping for orders over 2,000 Yuan which will be applied at checkout.

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

@THEOUTNET

THE OUTNET

Launched in 2009 by the people behind [NET-A-PORTER.COM](http://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 350+ brands, as well as exclusive collaborations with high-profile designer labels and its in-house label, Iris & Ink. With express worldwide shipping to 100 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 14 languages, available 24/7, 365 days a year, THE OUTNET is where you'll find everything reduced but the thrill.

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