

IRIS & INK FW18 PRESS RELEASE

Fall/winter 2018 sees Iris & Ink continue to offer the timeless essentials and statement styles for which the label is renowned, creating a wardrobe that works any time, anywhere. This seasonal collection is composed of trend-led pieces which complement THE OUTNET's on-site luxury designer offering.

Premium quality remains at the heart of the Iris & Ink aesthetic, with texture also playing a key role this season. Stand-out shearling, structured suiting and triple-gauge cashmere knits give a luxurious touch, while companion pieces in fluid silks and soft leathers combine perfectly for a head-to-toe look.

Suiting is key this season, with tailored blazers, cigarette pants and pencil skirts in bespoke checks and plaids. These versatile sets can be styled together for that perfectly on-trend double-check look, or worn as separates for pared-down glamour. Classic knitwear styles are modernized with oversized sleeves and fashion-forward design details, and can be teamed with Iris & Ink's trademark leather pants for a fashion failsafe.

Exuding the refined aesthetic for which Iris & Ink is known, the rich autumnal color palette subtly complements the diverse textures and fabrics found throughout the collection, whether it's a velvet jumpsuit, a vintage-inspired silk blouse or a ruffled emerald evening dress. Trend-focused footwear styles range from an ankle-tie block heel that can pair with any outfit to a backless mule that will take you from day to night.

Further into the season, Iris & Ink will launch a range of activewear styles which will provide the perfect balance between comfort and style. The debut collection will feature hi-tech fabrics, sporty mesh inserts and holographic details in a range of premium activewear which functions and flatters. Iris & Ink will also be expanding into jewelry, with a collection of contemporary, trend-led pieces that marry perfectly with the label's ready-to-wear offering, launching on-site in September 2018.

The Iris & Ink fall/winter collection will be available exclusively on THE OUTNET from August 2018.

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Editors Notes

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 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.

Iris & Ink

Iris & Ink is made for the modern woman, perfectly balancing comfort and style to create a wardrobe that works anytime, anywhere. Launched in 2012 and designed by THE OUTNET, the brand sources the finest fabrics and ateliers to deliver exclusive collections that are forward thinking, with a firm nod to the classics.

