

# THE OUTNET.COM

Everything Reduced But The Thrill

## THE OUTNET'S LAUNCHES 2018 VACATION SHOP

Check in to THE OUTNET.COM's Vacation Shop and discover your one-stop destination for chic summer style essentials across the summer months, arriving on May 11<sup>th</sup>, 2018.

Whether you're relaxing poolside or road-tripping stateside, THE OUTNET's Vacation Shop features a carefully curated edit of must-have summer staples from a roster of truly global designers for a season of fun in the sun. This fully shoppable onsite section will feature the designated monthly themes '*Poolside*', '*Road Trip*', '*Global Traveler*' and '*Summer In The City*', helping to tailor your summer wardrobe accordingly.

Stocking an unparalleled selection of previous-season designer fashion from 350+ brands, THE OUTNET prides itself on its strong relationships with globally renowned designers and its highly editorialised point of view. The Vacation Shop will feature exclusive collections from high-profile Brazilian designers, with ready-to-wear label Isolda launching in June alongside luxury swimwear label Lenny Niemeyer in July.

The Vacation Shop kicks off in style with the launch of *Poolside*, featuring designer beachwear, sandals and boho dresses. Summer packing is made easy this season as new designers Rachel Gilbert, Magda Butrym, Jets, Seafolly and Bower are all welcomed to site, alongside uploads from luxury labels such as Emilio Pucci, Valentino, Solid & Striped and Melissa Odabash to name a few. Shop the chicest swimwear, statement shades and elegant kaftans to take you effortlessly from beach to bar this holiday season.

*Road Trip* celebrates the ultimate looks for summer on the road, with Isolda launching on site and new uploads from Dolce & Gabbana and Zimmermann. Looking ahead to the height of summer with a touch of French glamour, *July's Global Traveler* brings together the best in fashion-forward holiday attire with Vanessa Bruno and BA&SH launching on site. Alongside these more contemporary labels, new arrivals from Dolce & Gabbana and Matthew Williamson will help you master easy holiday elegance.

Seeing out summer in style, the Vacation Shop shifts focus in August to those vital wardrobe essentials with *Summer In The City*. From flouncy florals and fine cotton dresses to versatile swimwear and decorative sandals, styles from Iris & Ink, Isabel Marant, rag & bone and Marni sit beside new label to site Alice McCall and exclusive cuts from Preen selected specifically for THE OUTNET.

The Vacation Shop will inspire THE OUTNET's editorial content, using recognised global influencers to bring the shopping experience to life on site. Occupying its own dedicated space, the Vacation Shop considers how the customer loves to shop by occasion whilst talking to a wide-reaching audience through varied trend focuses, providing the chicest shopping destination for every escape.

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