

THE OUTNET.COM

Everything Reduced But The Thrill

THE OUTNET.COM Launches FW18 Advertising Campaign



This Fall/Winter 2018 sees luxury digital retailer **THE OUTNET.COM** release its eleventh global brand advertising campaign from August 8th.

The campaign has been shot for a fourth consecutive season by Riccardo Vimercati, renowned for his characteristic cinematic style, and features international models Camilla Deterre and Tasha Tilberg.

Shot on location in New York, the campaign imagery celebrates and evokes natural moments of joy shared between a stylish group of 'fashionable best friends', a continued evolution of the brand's recent campaign theme.

The visuals offer a positive mood, using inclusive body language and a close-proximity camera perspective to create familiarity and strong brand recall for **THE OUTNET** customer.

Imagery highlights key trends and silhouettes for the forthcoming season, all of which will be available via **THE OUTNET**, featuring pieces selected from the business' global designer offering. These include Miu Miu, Stella McCartney, Marni, Proenza Schouler, Chloé, Roksanda and Saint Laurent, to name just a few. All looks are styled by **THE OUTNET's** in-house fashion team to reflect seasonality and relevance for the business' global customer.

The campaign will run across **THE OUTNET's** key territories and will be showcased across digital and print advertising targets globally. The brand will continue to use the assets as part of its annual partnerships, combining traditional advertising with off-site activity, such as customer-focused events, employing a 360° strategic marketing approach.

Alongside advertising assets, the campaign assets will be executed across all brand touchpoints, including site, social, marketing, affiliates, performance and email. The site will also house a custom product list, allowing consumers to shop a carefully curated selection of our strongest pieces for the FW18 season.

ABOUT 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 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.