

THE OUTNET

THE OUTNET BRAND CAMPAIGN



FEBRUARY 2021

THE OUTNET launches the next iteration of its advertising campaign, highlighting the importance of purchasing key pieces that last a lifetime and asking them a simple question: 'What's your wardrobe story?'

Launching February 7th, we spoke to three global tastemakers, renowned for their personal style, to explore which wardrobe items, 'looks', or designers are integral to their capsule wardrobe. Those special pieces they have been wearing on repeat for decades and which item they would describe as their elevated wardrobe essential. The campaign features Caroline Issa, TANK Magazine's CEO and Fashion Director, renowned for her Fashion Week street style; British radio and television presenter Clara Amfo and Poppy Delevingne, English model and actress.

With the hope of capturing nostalgia by looking back to where their love story with their wardrobe essential began, THE OUTNET's spring 2021 brand campaign highlights the importance of buying luxury items that transcend seasons and trends. Exploring which items are the foundation of a life-long wardrobe, these three inspirational women explore their forever pieces, and how they still find value in past-season styles. With THE OUTNET's campaign, featuring styling advice from incredibly fashionable women and a specially-curated product offering, THE OUTNET support the new focus of feel-good, conscious shopping.

www.theoutnet.com

ABOUT THE OUTNET

Launched in 2009, THE OUTNET has since established itself as the benchmark of luxury discount shopping, offering over 350 designer fashion brands at exceptional prices of up to 70% off. Strong relationships with leading luxury brands elevate THE OUTNET, with a dedicated buying team in London purchasing over 90% of stock direct. THE OUTNET is renowned for high-end designer collaborations, offering unique and limited-edition exclusives for its discerning global customers alongside in-house label Iris & Ink. THE OUTNET caters to a global audience with a local and tailored approach, offering local language sites in the Middle East and Japan and native checkout for all markets. With a focus on exceptional customer service, THE OUTNET offers a seamless shopping experience across mobile,

tablet and desktop, inspiring editorial content, express worldwide shipping to over 100 countries and customer care services in 11 languages, available 24/7, 365 days a year. THE OUTNET is part of YOOX NET-A-PORTER GROUP.

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