

THE OUTNET

THE OUTNET X PROENZA SCHOULER EXCLUSIVE CAPSULE

FEBRUARY 2021

Luxury online retailer THE OUTNET is pleased to announce the launch of an exclusive capsule with designer brand Proenza Schouler.

The New York based womenswear and accessories brand, which was founded in 2002 by designers Jack McCollough and Lazaro Hernandez, focuses on the artistry of fashion design with a sense of refined ease. The brand draws inspiration from contemporary art and youth culture and combines it with an emphasis on tailoring and the use of custom developed fabrics.

Proenza Schouler's exclusive collection for THE OUTNET consists of 27 styles all constructed in signature, archive fabrics and prints from previous collections but in a combination never seen before. Khaki green and pops of red are paired with a more neutral colour palette to give an elevated, contemporary feel to the collection. Featuring strong tailoring, structured dresses and laid-back printed tees, the capsule offers the perfect mix of seasonless, relaxed pieces perfect for the current climate.

Launching globally on-site February 22nd, the collection will be available at exclusive prices ranging from £150 to £695.

"Having worked with Proenza Schouler for many years, we are really excited to bring this new, exclusive collection to our global audience as the brand is much loved by our customers around the world. Proenza Schouler is known for its combination of craftsmanship and attention to detail and this limited-edition capsule for THE OUTNET is no different. Featuring strong tailoring and structured dresses, mixed with more casual printed tees, we are able to offer our customer a variation of some of the brands bestselling shapes, but cut in new fabrics to create styles that have never been seen before".

– **Vikki Kavanagh, Interim Managing Director, THE OUTNET**

"Many of the styles offered through this capsule are variations of some of our favorite or bestselling pieces from past seasons but cut in completely new fabrics to create styles that have never been seen before and are exclusive to THE OUTNET. Sustainability is something we have been focused on internally, and this has been an incredible exercise in using what we have to create something that feels fresh and new."

– **Jack McCollough and Lazaro Hernandez, Designers, Proenza Schouler**

www.theoutnet.com

@theoutnet

ABOUT THE OUTNET

Launched in 2009 by the people behind NET-A-PORTER, 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 of up to 70% off. 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, 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 luxury fashion at exceptional prices.

ABOUT PROENZA SCHOUER

Proenza Schouler is a New York based womenswear and accessories brand founded in 2002 by designers Jack McCollough and Lazaro Hernandez defined by its fusion of craftsmanship and attention to detail with a sense of refined ease. Inspiration drawn from contemporary art and youth culture is combined with an emphasis on tailoring and the use of custom developed fabrics.