

THE OUTNET

THE OUTNET localizes in Germany and Austria

Luxury e-tailer THE OUTNET is pleased to announce the launch of a new localized German-language site.

In a phased launch, this exciting update will offer dedicated translated content which will include the site's homepage, newsletters, and push notifications across desktop and app. Providing a localized customer experience to native language customers across the German and Austrian regions.

THE OUTNET caters to a global audience with a local and tailored approach. This new launch signifies an exciting step forward in THE OUTNET's localization strategy, following recent launches of a dedicated Japanese language site and a dual-language option in English/Arabic for customers based in the Middle East.

The launch of the English/German dual-language site offers future growth opportunity in a key European market for the luxury online business. THE OUTNET has seen significant growth in the German market, with a strong average customer order value and an ever-growing new customer base.

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.

"We are very pleased to launch the next step in THE OUTNET's localization journey following launches in Japan and the Middle East. The German market is a key contributor to western Europe's e-commerce landscape, with the apparel sector significantly contributing to overall German retail e-commerce sales. This next step will see a local and personalized experience for our already established customer base and will be an exciting opportunity to engage with new customers in the region." **Emma Mortimer, Managing Director**

Customers are invited to stay up to date with the latest new arrivals, style inspiration, fashion editorial stories and trend tips by signing up to receive newsletters. Subscribers will also receive updates on exclusive designer collaborations and editorial content will be translated into German as part of the phased launch.

To support customers in the region, dedicated customer care consultants are available, offering expertise including size and fit advice, product information, order enquiries and delivery status in German.

www.theoutnet.com

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Editors Notes

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