

THE OUTNET

THE OUTNET EXPANDS ITS MENSWEAR EXPERIENCE WITH US LAUNCH

Luxury past season retailer THE OUTNET is pleased to announce the launch of its menswear shopping experience in the US on May 31st.

NEW YORK, US – THE OUTNET is pleased to announce the launch of its menswear shopping experience in the US on May 31st. The launch will allow customers to seamlessly shop both menswear and womenswear by switching between the two categories on THE OUTNET’s site. The launch follows a successful UK, EMEA and Asia Pacific launch in March 2022.

The US experience will include a dedicated menswear homepage, menswear mega nav drop down, editorial and marketing campaigns. The available categories will mirror the womenswear site, providing a full product offering. In conjunction with the launch, THE OUTNET’s resale service - which currently offers customers the opportunity to resell womenswear - will add the option to resell menswear in exchange for store credit with an extra 10% incentive or direct bank transfer once sold.

Over the past decade, THE OUTNET has built strong relationships with leading luxury brands, offering a strong roster of designer womenswear labels, presenting a unique past-season assortment. THE OUTNET will extend its buying strategy to its menswear offering, providing a curated edit from established brand partners complemented by new brands on site including Canali and Officine Generale.

Since its launch in 2009, THE OUTNET has established itself as a leading retailer of discounted previous-season luxury goods, offering a curated world of designer brands at up to 70% off. Catering to a global audience with a local approach, launching menswear in the US is an exciting step and a natural progression in brand strategy supporting growth and new customer acquisition across its key markets worldwide.

With a focus on exceptional customer service, THE OUTNET offers a seamless shopping experience across mobile, tablet and desktop, express worldwide shipping to more than 100 countries and customer care services in 11 languages, available 24/7, 365 days a year.

“Over the past 10 years, THE OUTNET has offered a curated selection of previous-season designer womenswear brands at up to 70% off and is extremely excited to be adding menswear into the assortment. We have a fantastic selection of brands, including established partners like Alexander McQueen, Dolce & Gabbana, Sandro, rag & bone and Acne Studios. We’re thrilled to launch menswear just in time for the summer season.” **Emma Mortimer, Managing Director, THE OUTNET**

Followers of THE OUTNET are invited to join the conversation on social media using: @THEOUTNET

For more information about THE OUTNET visit www.theoutnet.com.

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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, and most recently the addition of Menswear to its assortment.

THE OUTNET caters to a global audience with a local and tailored approach, offering local language sites in the Middle East, Germany and Japan, with 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.