

# NET-A-PORTER, MR PORTER AND THE OUTNET EXPAND INTERNATIONAL RESALE

**LONDON, UK (19 OCTOBER 2022)** – YOOX NET-A-PORTER online stores NET-A-PORTER, MR PORTER and THE OUTNET are expanding their resale offer to additional markets and incorporating new services for customers. The incremental rollout of the online stores' resale services, in continued collaboration with start-up Reflaunt, is designed to reduce waste by keeping luxury fashion in circulation for longer.

Customers in Italy and France can now join those in the UK, US, Hong Kong SAR and Germany in refreshing their wardrobes, by reselling their pre-loved designer items from key product categories (ready-to-wear, handbags, shoes, accessories and jewellery) across both womenswear and menswear. Further market expansion to Australia, South Korea and the Middle East is planned to follow in early 2023.

In addition, MR PORTER and THE OUTNET have launched an instant buy-back service for men's sneakers from pre-approved designers for all its resale markets, the first of-its-kind in Europe to reward customers with instant store credit for this product category, without the need to wait until items are sold on to their next owner. Together with NET-A-PORTER and THE OUTNET's existing buy-back offering for women's designer handbags, the new feature offers greater flexibility for customers looking to resell across both menswear and womenswear with immediate reward.

YOOX NET-A-PORTER's partnership with leading resale technology provider Reflaunt connects customers to the world's largest resale network. Its technology ensures a seamless experience through complimentary home collection or drop-off, digital product authentication, pricing recommendations and professional photography. Reward options include NET-A-PORTER, MR PORTER and THE OUTNET store credit with an extra 10% incentive or direct bank transfer.

YOOX NET-A-PORTER's services initially launched in Autumn 2021 and have seen positive customer response, reflected in the value and quality of resold items with over 60% of pieces in either new or excellent condition. The response reaffirms the role NET-A-PORTER, MR PORTER and THE OUTNET's resale services can play in maximising the full potential and value of designer pieces within their customers' wardrobes.

The services contribute to YOOX NET-A-PORTER's commitment to 'Unlock re-commerce' – one of 12 commitments within its ambitious 'Infinity' sustainability strategy to 2030. Through this commitment, YOOX NET-A-PORTER aspires to give luxury products multiple lives by bringing innovative and exceptional re-commerce experiences to customers across its four online stores by 2025.

Resale is now live in UK, US, Germany, Hong Kong SAR, France and Italy:

- NET-A-PORTER X REFLAUNT: <https://netaporter.reflaunt.com/>
- MR PORTER RESELL: <https://mrporter.reflaunt.com/>
- THE OUTNET X REFLAUNT: <https://theoutnet.reflaunt.com/>

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For more information about YOOX NET-A-PORTER visit [www.ynap.com](http://www.ynap.com)

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# YOOX NET-A-PORTER GROUP

## ABOUT YOOX NET-A-PORTER

YOOX NET-A-PORTER is a leading online luxury and fashion retail business. Made up of four multi-brand online stores, NET-A-PORTER, MR PORTER, THE OUTNET and YOOX, it connects customers to the world's most coveted brands, bringing them outstanding style and impeccable service. In addition, YOOX NET-A-PORTER's ONLINE FLAGSHIP STORES partner with world leading luxury brands to power their own e-commerce destinations.

With 5.3 million customers in 180 countries, YOOX NET-A-PORTER takes a localised approach to serving its clientele around the globe through its network of offices and operations across the U.S., Europe, APAC and joint ventures with Alibaba in China and Symphony Investments in the Middle East.

Across its operations is YOOX NET A PORTER's Infinity 2030 strategy, its long-term commitment to drive a more sustainable and circular fashion system. Leveraging more than 20 years of data and insights, YOOX NET-A-PORTER continues to embrace next generation technologies including A.I., augmented reality and digital ID to evolve and elevate the customer journey.

YOOX NET-A-PORTER is part of Richemont.

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## ABOUT REFLAUNT

Reflaunt is a resale technology and solutions provider that enables fashion brands to help their own customers resell or repurpose their unworn pieces directly on their ecommerce. Brands and retailers rely on Reflaunt's global operations and resale infrastructure to take back their customers' entire luxury wardrobe, inspect and value every item, have it sold again, and boost customer loyalty via shopping credits rewards. To unlock this, Reflaunt is bringing together all stakeholders along the value chain, including retailers, resale marketplaces, recycling and upcycling specialists, supply chain traceability players and repair service providers; building an unprecedented network reaching more than 100 million second-hand shoppers worldwide. Ultimately, Reflaunt is helping brands take back control of their second-hand market and radically reduce the amount of textile waste ending up in landfills.

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