

E.L.V. DENIM X THE OUTNET

THE OUTNET AND E.L.V. DENIM LAUNCH EXCLUSIVE UPCYCLED CAPSULE

London, January 2024 – Luxury past season online retailer THE OUTNET is pleased to announce a limited edition, upcycled capsule designed by E.L.V. DENIM. This exclusive and unique 50-piece collection is the first of its kind for THE OUTNET, with all items transformed from past season, leftover deadstock, and is produced by E.L.V. DENIM in London.

Founded by stylist, creative director and sustainability entrepreneur Anna Foster, E.L.V. DENIM stands for East London Vintage Denim, as all clothing and accessories are designed from post-consumer waste and produced locally in East London. Priding themselves on using three guiding principles: Handcrafted, Upcycling and Luxury, E.L.V. DENIM challenges convention and their fabric-first curated sourcing of pre-loved garments and innovative design ensures every piece is unique, creating pieces to last a lifetime.

The capsule stays true to E.L.V. DENIM's signature aesthetic and features the brand's much-loved contrast denim styles, alongside new categories including tailoring, knitwear and leather items. Renowned for its attention to detail, E.L.V. DENIM has carefully curated every item, with each style crafted and hand cut by a local community of tailors, machinists, and artisans.

Hero pieces include a leather fringed gladiator skirt, reimagined from its original form of leather leggings; a cashmere chunky roll-neck sweater is transformed into both a twin set and a turtleneck knit bib with matching gloves. A timeless drop-waist denim skirt is produced from four pairs of jeans and a white denim dress is formed from six pairs of jeans, with any off-cuts constructed into corsets to avoid waste and where possible full use of original materials. Styles have been designed to be worn together, offering a curated edit of essentials as part of a forever wardrobe. Also echoing the brand's minimal waste approach, swing tags for the collaboration are made from the excess material, working with traditional techniques to transform any excess fibres into handcrafted paper.

All items from the capsule have a Digital ID, in partnership with EON, and feature scannable QR codes that give customers greater post-purchase information about their item's fabrication, styling advice, and care guidance.

“There is a natural alignment between E.L.V. DENIM and THE OUTNET; we have the same beliefs that just because a garment isn't loved the first time it doesn't mean it can't be loved a second time. E.L.V. DENIM gives new opportunities to garments that have been overlooked, innovating beyond denim, and creating forever pieces with a story. There is a uniqueness in our design process, driven by the material at hand and the foresight to see its potential. Through this collaboration with THE OUTNET, we are proving that, ultimately, upcycling on a larger scale for ready-to-wear collections can be a beautiful success.” – Anna Foster, Founder of E.L.V. DENIM.

“At THE OUTNET, we provide a second opportunity for fashion to last beyond the season and we see great synergy with E.L.V. DENIM, a pioneer with their ethos of extending the life of pre-loved garments and upcycling. Having the opportunity to work together and breathe new life into our archive stock is an extremely exciting prospect, knowing that our customer wants to take a more conscious approach when shopping. This capsule embodies E.L.V. DENIM's unique and innovative take on circularity, creating garments for our customers exclusively for THE OUTNET to cherish and love forever.” – Georgina Coulter, Head of Buying at THE OUTNET

The collection will be available globally on www.theoutnet.com from 25th January 2024.

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ABOUT E.L.V. DENIM

E.L.V. DENIM's practices have been widely recognised by the industry, with the brand having been shortlisted for the 2021 and 2022 BFC/Vogue Designer Fashion Fund, and a recipient of the BFC Fashion Trust Fund for 2021 and 2022. In March 2022, Anna Foster won an Innovate UK: Women in Innovation Award, which spotlights a diverse group of trailblazing women who are changing the world through the power of their ideas. Anna's proposal for creating a viable textile sorting infrastructure and textile regeneration was recognised as one that could transform the UK's textile problem into a 'waste economy'.

Since the launch in 2018 the brand has been stocked in: Net-A-Porter, MatchesFashion, Liberty, Bergdorf Goodman, Elyse Walker, Selfridges, Neiman Marcus, Alex Eagle, The Store X, Rare Market, Space Mue, Harvey Nichols, Bloomingdales Dubai, Hudson Bay, Lane Crawford, and I.T.

ABOUT ANNA FOSTER

Anna Foster is the Founder and Creative Director of pioneering British luxury brand E.L.V. DENIM. Prior to founding the brand, Anna had been a fashion editor for twenty years at publications such as EXIT and i-D Magazine. She then went on to be Fashion Director at Lula, and Fashion Director-at-Large at Australian independent fashion magazine RUSSH before deciding to focus solely on the brand in 2022.

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 labels 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, 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.

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.