

THE OUTNET

THE OUTNET X ERDEM EXCLUSIVE CAPSULE

October 2020

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

The London-based fashion house, which was founded in 2005 by designer Erdem Moralioglu, has forged its own path within the industry. A storyteller at heart, his collections are formed around a narrative championing heroic women at a particular place and a moment in time. The brand is known for its dramatic and expressive look and feel, inspiring strength and confidence in the women for whom he designs.

Known for his evocative floral prints, Erdem's collection for THE OUTNET consists of 25 styles, all fabricated in signature prints from his previous collections and reimagined in new silhouettes especially for this exclusive. The capsule includes a wide variety of dresses as well as tops, skirts and a signature pair of trousers.

Launching globally on-site October 7th, the collection will be available at exclusive prices ranging from £350 to £950.

"Erdem is an independent fashion house with a truly distinctive look and is much loved by our global customer. He is renowned for creating poetic and timeless pieces and we are delighted to launch this exclusive edit on THE OUTNET. This stunning capsule, crafted in his beautiful archival fabrics in signature styles really captures the powerful essences of the Erdem brand"
– **Vikki Kavanagh, Interim Managing Director, THE OUTNET**

"I am so thrilled to have had the opportunity to create this capsule for THE OUTNET, it has allowed me to revisit some of my favourite archive fabrics; I have loved having the opportunity to take something that already exists and create something original and timeless. Working with THE OUTNET we wanted to create something that celebrated nature and had a sense of ease to it; the collection is a celebration of my past but also something new" - **Erdem Moralioglu**

www.theoutnet.com
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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 ERDEM

ERDEM is an independent house of bold fashion for women, based in London. Founded in 2005 by designer Erdem Moralioglu, the brand has forged its own path within the industry. Poetic and rigorous, ageless and timeless, powerful and versatile, Erdem's world is an intriguing interplay of strength and beauty. In fifteen years, Erdem has established an exuberant language of femininity that transcends fashion to inspire strength and confidence in the women for whom he designs. It is a passionate language that is evocative and eccentric in character, fluently spoken with a beauty that is intense and romantic. The house of ERDEM is cultured and erudite, underpinned by a belief in the power and skill of craftsmanship. Mind and hand work together to bring imagination to life with precision, artistry and the compelling dexterity of the handmade. Respect for traditional skills is combined with an excitement for innovation, in technique and application. Erdem is at heart a storyteller. Collections are formed around a narrative championing heroic women at a particular place and a moment in time. Erdem's fashion is dramatic, atmospheric and expressive in the service of emotion: it is not what she wears, but how she feels that matters – erdem.com.