

# IRIS & INK

BY THE OUTNET

## THE OUTNET RELAUNCHES PRIVATE LABEL IRIS & INK

With Iris & Ink sitting at the heart of THE OUTNET, the luxury past-season online retailer is pleased to introduce its private label's journey to becoming a responsible brand of the future, through a new 'Considered' commitment beginning with the fall/winter 2021 collection.

Launched in 2012, Iris & Ink was created as a small capsule collection in response to a need for timeless and classic essentials that complement the designer offering on THE OUTNET. Renowned for delivering high-quality fabrics, perfect fits and refined silhouettes that work with every wardrobe and lifestyle, Iris & Ink has evolved into a successful brand, much loved by THE OUTNET's global audience.

Within the new fall/winter collection, 66% of the clothing will be made using more considered materials and processes in line with sustainability and circularity product guidelines set by YOOX NET-A-PORTER GROUP's *Infinity*\* strategy. This marks a key step in Iris & Ink's journey to reach 100% alignment to this framework of more sustainable and circular products by 2025, using only regenerative, low impact, renewable or recycled fibers.

Iris & Ink is working hard to evolve its future collections for a fully considered offering. While considerable improvements have been made thus far, a portion of our FW21 collection does not currently align with the Infinity sustainability and circularity guidelines however these garments have been produced from high-quality fabrics to offer timeless designs.

In the Considered collection, where possible products will include the below fabrications:

- 100% organic cotton
- 100% organic merino wool
- 100% organic silk
- 100% cashmere of which 50% or 65% is recycled to reduce the impact of the product
- Some fabric blends have been used for performance and durability, using lower-impact and recycled fibers
- Key leather products sourced from Leather Working Group-certified tanneries, which are dedicated to environmental best practice
- Where possible linings of our products are made using lower-impact materials. For garments, we use certified and responsibly sourced viscose, whereas for footwear, we use natural corn fiber

And will be badged using the following attributes\*:

- **Recycled materials**
- **Lower-impact materials**
- **Organic materials**
- **Considered processes**

Continuing to offer its simple yet refined stylish brand aesthetic, the Iris & Ink Considered Collection for fall/winter 2021 offers a muted color palette of burgundy, tans, creams, blues, and greens. Suiting and leather pieces remain at the heart of the collection with a masculine double-breasted suit in charcoal made from recycled materials, offering a louche slouchy fit, and the introduction of cobalt baby cord. Key leather styles are produced from tanneries certified by the Leather Working Group. Timeless investment pieces include button 70s style button-through pencil skirts and midi dresses, alongside a new, luxurious tan-colored leather jumpsuit, co-ordinating culottes, and a belted jacket look. With a nod to the trends, FW21 sees the introduction of a must-have leather shearling teddy coat, designed to be worn season upon season.

Renowned for its high-quality knitwear, this new iteration for Iris & Ink sees fabrics in recycled cashmere, alongside responsibly sourced and organic wool. The collection offers ultimate winter essentials with a chunky ribbed cashmere turtleneck, classic cashmere crew-neck sweaters and an Aran-inspired cable-knit jumper. A peasant midi style dress is created in certified responsibly sourced viscose and is complemented by formal teal silk blend pleated dress and simple yet stylish knitted styles in organic fibers. Shirts are given statement details with soft, exaggerated sleeves in crisp organic cotton. Wardrobe favorites with a twist, T-shirts are available in winter neutrals and detailed with pintucks, complemented by vests and blouses in organic silk. Accessories offer simple and timeless styles. Loafers, mules, and stacked heel boots in butter-soft leather, all made in Portugal. Perfect accessories to dress up or down any outfit.

As part of an ongoing YOOX NET-A-PORTER partnership with EON, IRIS & INK will launch a Digital ID Pilot within selected items in the fw21 collection. Leveraging EON's CircularID™ Protocol, which offers technology that gives customers greater visibility over where a garment has come from, what it is made of, how to care for it, and eventually, the ability to manage it to where it might go next, encouraging a mindset of longevity to keep products in use for longer. Digital ID will initially be implemented across 50% of the collection. QR codes will be provided on the care label for unique information, content, and services. This will include design and fabric information, care instructions that ensure the pieces can be treasured for years to come, and inspiration to help customers style the items in their wardrobes over many seasons.

The Iris & Ink considered fall/winter 2021 Considered Collection will launch from 14<sup>th</sup> September.

**“This pivotal moment kickstarts a new direction for THE OUTNET, as we continue to develop our purpose to support a more circular and sustainable future for fashion. Having established Iris & Ink almost a decade ago, we are proud of the brand it has become, sitting at the very heart of THE OUTNET. This is an exciting time for us, as we embark on an**

**important ambition for the future of both THE OUTNET and Iris & Ink, setting ourselves a clear - and achievable - goal for our in-house label to become fully circular by 2025. ”** Emma Mortimer, Managing Director, THE OUTNET

[www.theoutnet.com/IRISANDINK](http://www.theoutnet.com/IRISANDINK)

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### **ABOUT IRIS & INK**

Launched in 2012 and designed by THE OUTNET, IRIS & INK champions classic style by delivering timeless, versatile staples — in high-quality fabrics, perfect fits, and refined silhouettes — that work with every wardrobe and lifestyle. IRIS & INK is proud to commit to be increasingly Considered in the development of all future collections, ensuring a refined long-lasting design style, the use of responsible materials and processes. Collections are crafted and produced in line with the sustainability and circularity product framework under YOOX NET-A-PORTER’s *Infinity* strategy.

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

### **ABOUT INFINITY**

*Infinity* is YOOX NET-A-PORTER GROUP’s sustainability strategy to 2030. It reflects the Group’s ambitious vision to create a more sustainable, circular, and inclusive fashion system, connecting people with the joy of luxury and fashion that lasts a lifetime and beyond. *Infinity* is underpinned by 12 measurable commitments that connect to the United Nations Sustainable Development Goals across four areas: Circular Business, Circular Culture, Planet Positive and People Positive.

Explore YOOX NET-A-PORTER GROUP’s *Infinity*

<https://www.ynap.com/pages/sustainability/infinity/>

### **ABOUT EON CircularID™**

The YOOX NET-A-PORTER DIGITAL ID pilot program is run in partnership with EON to leverage the technology company's CircularID™ Protocol. Unique Digital IDs are virtual certificates that can be used to record each item's history — telling its story from manufacture through use, resale, reuse, and recycling — embedded into garments and accessible via QR codes. The technology will allow customers and partners to easily check an individual garment's provenance, history, authenticity considerations for styling and care and repair, so that they can last for longer and encourage a circular mindset. Over time, the build of a connected and trusted ecosystem of authenticated products will enable the Group to offer new services to its customers, such as virtual wardrobe management, and re-commerce and recycling to allow garments that may fade to start a new beginning and form part of a circular fashion system.

**\*ABOUT IRIS & INK ATTRIBUTES:**

**Recycled materials**

Under this attribute, products will be made from at least 50% recycled materials, which means less water and energy have been used and fewer CO2 emissions have been generated compared to virgin materials.

**Lower-impact materials**

Under this attribute, products are made from at least 50% of lower-impact materials grown and produced with a significantly reduced environmental footprint, such as better farming practices and closed-loop production systems.

**Organic materials**

Under this attribute, products that are made from at least 50% organic materials, grown from non-genetically modified seeds without the use of pesticides and synthetic fertilizers, reducing harm to the land where it grows and those who work to grow it.

**Considered processes**

Under this attribute, products will be included that are manufactured using processes or technologies that significantly reduce environmental impact in terms of reducing use of resources, reducing pollution, or supporting healthy ecosystems.