

THE OUTNET

THE OUTNET X JENNY PACKHAM BRIDAL COLLABORATION

JULY 2021

Luxury online retailer THE OUTNET is pleased to announce a collaboration with global fashion brand, Jenny Packham. Founded in 1988, the UK based design house illustrates Packham's distinctive signature style and has become synonymous with social dressing. Following the success of the ready-to-wear label, Packham launched bridal in 2004 and has since contributed to revolutionizing the bridal industry.

Jenny Packham's whimsical collaboration with THE OUTNET consists of 13 styles in a mix of contemporary and classic silhouettes. The dedicated Bridal edit features rich fabrics including finely pleated tulle, delicate lace, intricate beading and feather trims in a mix of maxi, midi and mini shapes. The capsule offers the perfect mix of feminine bridal styles with the brand drawing inspiration from nature with each dress in the collection named after a wild flower including the Lotus, Magnolia, Tulip, Wild Orchid and Jasmine.

With restrictions on weddings easing, Brides shopping for their upcoming nuptials will be looking to brands who can offer ready-to-wear pieces perfect for the special day. This collaboration makes finding 'the one' easier than ever with dresses available to purchase at the click of a button and try on at home.

"Having worked with Jenny Packham for many years, we are really excited to be collaborating with this iconic brand. The brand is much loved by our customers around the world and this edit of styles offers the best of Jenny Packham bridal for the modern-day Bride"

- **Kate Benson, Head of Buying, THE OUTNET**

"Brides are changing the way they shop and now, more than ever, the need to live in the moment has never felt more desirable. This collaboration includes some of our most contemporary styles for the fashion forward bride to shop at their fingertips"

- **Jenny Packham, Founder.**

Launching globally on-site September 21st, the collection will be available at prices ranging from £1,170 to £2,040.

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 JENNY PACKHAM

One of the UK's most successful and independent fashion brands with global recognition, Jenny Packham has become the design house of choice when it comes to social dressing. Red carpets the world over are graced with Packham's designs worn by the most iconic and influential women of our generation including: Taylor Swift, Uma Thurman, Angelina Jolie, Emily Blunt, Kate Winslet, Dita Von Teese, Kate Hudson, Adele Atkins and The Duchess of Cambridge. Jenny Packham's distinctive signature style has contributed to revolutionise the bridal industry. Launched in 1988 Jenny introduced a contemporary approach to design and styling. The eponymous label now comprises ready-to-wear, resort, bridal and accessories collections.