

# THE OUTNET

## THE OUTNET EXPANDS ITS MENSWEAR EXPERIENCE WITH US LAUNCH

*Luxury past season retailer THE OUTNET is pleased to announce the launch of its menswear shopping experience in the US on May 31<sup>st</sup>.*

**NEW YORK, US** – THE OUTNET is pleased to announce the launch of its menswear shopping experience in the US on May 31<sup>st</sup>. The launch will allow customers to seamlessly shop both menswear and womenswear by switching between the two categories on THE OUTNET’s site. The launch follows a successful UK, EMEA and Asia Pacific launch in March 2022.

The US experience will include a dedicated menswear homepage, menswear mega nav drop down, editorial and marketing campaigns. The available categories will mirror the womenswear site, providing a full product offering. In conjunction with the launch, THE OUTNET’s resale service - which currently offers customers the opportunity to resell womenswear - will add the option to resell menswear in exchange for store credit with an extra 10% incentive or direct bank transfer once sold.

Over the past decade, THE OUTNET has built strong relationships with leading luxury brands, offering a strong roster of designer womenswear labels, presenting a unique past-season assortment. THE OUTNET will extend its buying strategy to its menswear offering, providing a curated edit from established brand partners complemented by new brands on site including Canali and Officine Generale.

Since its launch in 2009, THE OUTNET has established itself as a leading retailer of discounted previous-season luxury goods, offering a curated world of designer brands at up to 70% off. Catering to a global audience with a local approach, launching menswear in the US is an exciting step and a natural progression in brand strategy supporting growth and new customer acquisition across its key markets worldwide.

With a focus on exceptional customer service, THE OUTNET offers a seamless shopping experience across mobile, tablet and desktop, express worldwide shipping to more than 100 countries and customer care services in 11 languages, available 24/7, 365 days a year.

*“Over the past 10 years, THE OUTNET has offered a curated selection of previous-season designer womenswear brands at up to 70% off and is extremely excited to be adding menswear into the assortment. We have a fantastic selection of brands, including established partners like Alexander McQueen, Dolce & Gabbana, Sandro, rag & bone and Acne Studios. We’re thrilled to launch menswear just in time for the summer season.”* **Emma Mortimer, Managing Director, THE OUTNET**

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

###

## **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, 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.