

# THE OUTNET

UNDER EMBARGO 28<sup>th</sup> MARCH, 08.00

## THE OUTNET LAUNCHES MENSWEAR SHOPPING EXPERIENCE

*Luxury past season retailer THE OUTNET is pleased to announce the launch of its menswear shopping experience in late March 2022.*

**LONDON, UK** – Luxury past season retailer THE OUTNET is pleased to announce the launch of its menswear shopping experience on March 29<sup>th</sup>. This exciting new phase will give customers the ability to switch between womenswear and menswear on THE OUTNET's site. Launching across the regions of EMEA and Asia Pacific, THE OUTNET will extend its menswear offering to the US in the Summer, 2022.

Following a successful soft launch phase in November 2021, which saw THE OUTNET message and target its existing customers; the newly launched site experience will include a dedicated menswear homepage, menswear mega nav drop down, editorial and marketing campaigns. Additional menswear categories will also launch to represent a fuller offering, mirroring the experience of its womenswear site.

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 and tailored approach, having launched local language sites in the Middle East, Japan and Germany, this exciting step is a natural progression in brand strategy supporting growth and new customer acquisition across its key markets worldwide.

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 including Alexander McQueen, Dolce & Gabbana, Sandro, rag & bone, Acne Studios, Marni, and Joseph; complemented by new brands on site including Montblanc, Canali, Dunhill, and Officine Generale.

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 continued to offer a fantastic selection of luxury past-season womenswear brands, and launching menswear is an exciting natural evolution and opportunity to grow and develop our assortment. A successful soft launch in November 2021 has shown there is a strong appetite for this new category onsite. We are extremely excited to roll out the full experience this year and see the response, as we continue to introduce new brands and customers to our unique offering." **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).

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## **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, 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.