

# THE OUTNET

## THE OUTNET LAUNCHES PALMER//HARDING UPCYCLED CAPSULE

London, April 19<sup>th</sup>, 2022 — Luxury online retailer THE OUTNET is pleased to announce the launch of a capsule with London-based brand palmer//harding on April 19<sup>th</sup>.

Founded in 2012 by Levi Palmer and Matthew Harding, palmer//harding is an internationally recognized brand synonymous with the shirt. The pair experiment with innovative pattern cutting and draping techniques, cultivated through their design education. They build directional and desirable collections that constantly evolve the idea of what a shirt can be, with a strong focus on sustainability and social responsibility.

Palmer/harding's capsule for THE OUTNET consists of 27 styles. Constructed in iconic styles from the brand and reimaged in archive fabrics, with three pieces available exclusively on THE OUTNET.

"Some of the iconic styles that we have revisited include the Poet Dress which is a loose summer dress in a custom designed Broderie Anglaise. This fabric can be seen on Oliva Colman in the poster for her film The Lost Daughter where she is wearing a dress of ours in the same fabric. We've also re-introduced the extremely popular Sequel shirt which is a shorter variation of our long flowing shirts that helped to grow our brand to where we are today." — Levi Palmer, Co-Founder of palmer//harding.

The capsule features the label's signature asymmetric hems and wrap shirting detail in a fresh color palette of crisp whites, navy and pastels. Items from the edit have a Digital ID, in partnership with EON, and feature scannable QR codes that give customers greater information about their item's origin, designer and fabric story, styling advice and care guidance.

"Working with THE OUTNET to find a creative and sustainable way to design has been an extremely exciting project. Using only excess materials from past collections, we have been able to revisit many iconic pieces from our archive and injecting newness through exclusive colorways and fabrications." — Levi Palmer, Co-Founder of palmer//harding.

"Having the opportunity to work with palmer//harding on this upcycled collection is extremely exciting, using archive fabrics to create new styles, some of which are created exclusively for THE OUTNET. This capsule embodies palmer//harding's unique and innovative take on shirting and brand ethos to support sustainability and social responsibility. We are proud to support a more circular fashion system by utilizing excess fabrics in this signature edit." — Georgina Coulter, Head of Buying at THE OUTNET.

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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, 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.

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 EON

[EON](#) was founded in 2015 by Natasha Franck with a mission to connect the world's products to create new value for business, society and the environment. EON's SaaS platform, the EON Product Cloud, is the leading product digitization solution for retail, with some of the world's largest global brands on board. EON assigns unique digital identities (Digital IDs) to their physical products, which store and record key information about that item's origins, material contents, sustainability and more. In 2017, EON led the development of a standardized data language for Digital ID, in partnership with leading brands, policymakers, academic and circular businesses. The result was the [Circular Product Data Protocol](#), which launched for free and public use in 2021. EON believes that Digital ID is the single biggest leverage point to unlock a sustainable and equitable model for commerce, and will transform how we buy, sell, own and connect with products.