

THE OUTNET

THE OUTNET launches Resale service, powered by Reflaunt

The launch marks the next phase of THE OUTNET's online resale strategy, enabling customers to extend the lives of luxury pieces and contribute to a more circular fashion system.

LONDON, U.K and NEW YORK, U.S (14 APRIL 2022) – THE OUTNET, part of YOOX NET-A-PORTER, has launched a new service in partnership with Reflaunt where customers have the opportunity to resell ready-to-wear, shoes, bags and accessories in exchange for store credit with an extra 10% incentive or direct bank transfer once sold. In addition, THE OUTNET will offer a bag buyback option for a curated list of pre-approved designers giving customers the opportunity to receive store credit as soon as their item is accepted.

The partnership with Reflaunt gives THE OUTNET customers access to the world's largest resale network as well as a seamless experience through complimentary home collection or drop-off, digital product authentication, pricing recommendations and professional photography.

The service will be offered in the U.K., Germany and Hong Kong SAR for both womenswear and menswear. The U.S. will launch for womenswear only, with menswear to follow in line with THE OUTNET U.S. menswear site launch later this spring.

"Having the ability to extend the life of luxury beyond seasons and trends is what defines THE OUTNET as a business. Our resale partnership with Reflaunt will give our customers the opportunity to extend the life of their past favourite pieces and support of our vision of encouraging a circular mentality." - Emma Mortimer, Managing Director, THE OUTNET.

THE OUTNET's resale service follows the launch of NET-A-PORTER and MR PORTER's resell services which all contribute to YOOX NET-A-PORTER's commitment to 'Unlock re-commerce' – one of 12 commitments within its ambitious 'Infinity' sustainability strategy to 2030. Through this commitment, YOOX NET-A-PORTER aspires to give luxury products multiple lives by bringing innovative and exceptional re-commerce experiences to customers across its four online stores by 2025.

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.

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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.

ABOUT INFINITY

For additional information on YOOX NET-A-PORTER's 'Infinity' sustainability strategy and its work towards a more sustainable and circular future, visit: <https://www.ynap.com/pages/sustainability/infinity/>

ABOUT REFLAUNT

Reflaunt is a technology company that brings Resale-as-a-Service to fashion brands and multi-brand retailers. With Reflaunt's leading technology solutions, fashion retailers can empower their own customers to resell or recycle their past purchases in a click, directly on their ecommerce platform, utilising some of its services such as the Concierge service or Smart Button.

Reflaunt equips brands and retailers with resale ecommerce and tailor-made branded marketplace technology and operations solutions as well as access to its largest global network of more than 25 resale marketplace partners and more than 50 million second-hand customers.

Reflaunt's mission is to build a world of positive consumption allowing luxury brands to enter with efficient circular models and motivate consumers to see fashion's long-lasting value, thereby extending the life of a product and providing invaluable opportunities to re-engage with their customers.

Follow @Reflaunt: Instagram/LinkedIn/Facebook

For more information visit www.reflaunt.com

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