



Creating A Healthy Wardrobe

Whether it's maintaining a more streamlined selection, or learning how to make those investment pieces last longer, a few key tricks can be all it takes to take your style game to the next level. We turned to Andres Sosa, EVP of Sales, Marketing & Creative at THE OUTNET, for the expert perspective.

By Yi-Hwa Hanna

Knowing how to look after your items more carefully can be the key to making them last longer, as well as making them actually worth investing in. Andres shares his top tips below...

Buying designer items doesn't have to mean spending a million bucks—it's just a question of shopping smart. Even when shopping on sites like The Outnet, Andres has a few insider tricks.

1 Start with quality over quantity. We all know that fast fashion pieces can tend to fall apart or shrink after a couple of washes, so it's always wise to purchase investment pieces that supplement and complement your wardrobe.

2 It's really important to ensure your clothes are stored properly. Make sure you vacuum-pack your heavy sweaters and coats with lavender when you aren't travelling so you don't have to worry about moths! Cedarwood is also a great repellent in your everyday wardrobe if you have lots of natural fibers.

3 Having the right hangers is key—always store a suit or a heavy coat on a sturdy wooden hanger, and light items like knitwear on a padded hanger, if you can. This can help to avoid those annoying shoulder marks.

4 Remember, you don't need to dry clean everything, even with the P symbol. Dry cleaning uses very harsh chemicals and you can lengthen the life of silks and cashmeres by cleansing them with a mild detergent or cashmere shampoo used in cold water.

5 Once washed, always lay heavy items such as knitwear flat to dry on a towel, as this stops any dragging and avoids misshapen hems.

6 Denim, especially black, is really prone to fading, so try to get as many wears as you can before you wash them. Always wash them inside out in cold water—it keeps the colour truer for longer.

7 Keep shoes regularly polished, soled and heeled. They'll look great and last ten times longer.

8 My top tip is to find yourself a really great tailor. Having a hemline altered here and there can really revitalize an item.

9 I am a huge fan of a white shirt—it's one of my wardrobe staples. Adding a spoonful of bicarbonate of soda keeps them super white and fresh.

10 When it comes to storing leather bags, always use a dust bag rather than plastic, as it's not breathable. Don't forget to use a protective spray and keep it in shape using stuffing—it will keep your leather bags looking like new.

1 THE OUTNET.COM is renowned for stocking fantastic designer brands at up to 75% off. First, sign up to the newsletter. We send regular emails to our database, keeping our customers up to date with the latest deliveries and designers to hit the site.

2 Even though we are previous-season retailer, we operate with regular deliveries just like a current-season retailer. These occur every Monday, Tuesday, Thursday and Friday, with Tuesday being our big upload day, and it's one to definitely watch out for! 2pm DST is usually the best time to see the new uploads.

3 Use the Wish List. You can add as many of your favourite products as you like, creating the ultimate shopping list. We notify customers when items in their Wish List are selling out so they don't miss their chance to buy.

4 We have a great function called My Designers which is available on THE OUTNET iOS app. You can follow key designers that you love and see all their new arrivals in one place.

5 Switch on push notifications and alerts in your preferences when using THE OUTNET's iOS app to ensure you never miss a thing.

6 Check out the Hidden Gems page on the Just In section on the homepage. This houses the most perfect designer pieces you've been searching for. There are unforgettable and iconic styles from the likes of Dolce & Gabbana, Alexander McQueen and more.

7 Visit the Last Chance To Buy section on-site. Find the perfect piece before it's gone for good!

8 Shop using the size filter; this way, all product shown will be in your correct size and will help to avoid any disappointment.

9 Our social media channels are a really great source of inspiration so don't forget to follow us. The team style and curate amazing product which is available on site.

10 Watch out for our exclusives. We have collaborated with some fantastic designers including Charlotte Olympia, Matthew Williamson and Oscar de la Renta over the years. Our collaborations offer customers the chance to purchase unique products available exclusively on THE OUTNET.