

MARTA FERRI FOR YOOX.COM

“Emmina”

Mini-me beachwear capsule collection for mothers and daughters exclusively for yoox.com



Perfect for a weekend getaway and stylish mother-daughter escapes, yoox.com, the world's leading online lifestyle store, presents a new and exclusive mini-me beachwear capsule collection with Italian designer Marta Ferri: **EMMINA**.

The print of the collection is inspired by the hydrangea flower and made up of a selection that is suitable for both mothers and daughters: different types of bikinis combined with one another, a swimsuit, a top and a caftan.

Made of raw cut cotton, the capsule is available in three color combinations: lilac, yellow and aquamarine and is born from the collaboration of the artisanal brand *Isole&Vulcani*, discovered by Marta during her trips to Sicily.

“Emmina brings a breath of fresh air that reminds me of my holidays in Puglia, the feeling of the sea and the romantic countryside, in a mini collection dedicated to the special bond between mothers and daughters. I chose a floral print, delicate and that brings to mind the innocence and lightheartedness of being on holiday. It's a sweet message dedicated to me and all the mothers who want to go back to childhood and girls that through us explore the grownup world on their tiptoes.” – Marta Ferri

The Collection *Emmina* by Marta Ferri exclusively for yoox.com will be available for purchase from mid-May.