



**YOOX.COM LAUNCHES EXCLUSIVE CAPSULE COLLECTION WITH FASHION LABEL STUDIO ONE EIGHTY NINE, CO-FOUNDED BY ROSARIO DAWSON & ABRIMA ERWIAH**

[yoox.com](http://yoox.com), the world's leading online lifestyle store, will unveil an exclusive collaboration with STUDIO ONE EIGHTY NINE, the ethical fashion brand co-founded by actress and philanthropist, Rosario Dawson and fashion expert, Abrima Erwiah. yoox.com, a longstanding supporter of ethical, sustainable fashion, will launch the thirteen piece capsule collection in May 2016. The collection features the hand-batik materials that STUDIO ONE EIGHTY NINE, is known for, as well as pieces in reclaimed, upcycled denim and hand-dyed indigo.

STUDIO ONE EIGHTY NINE aims to use fashion as an agent for social change. The entire collection is handcrafted in Ghana, Africa with an aim to promote African culture and support the development and economic independence of local communities. For the collaboration between yoox.com and STUDIO ONE EIGHTY NINE, Ghanaian artisans applied traditional African techniques, such as hand-batik to the highest quality textiles, including Italian silk and cotton, to create a collection of one-of-kind pieces.

"Throughout our 16 year history, yoox.com has always supported initiatives that bring both ethics and aesthetics to our customers in a way that promotes social sustainability," said Luca Martines, President Off-Season, YOOX NET-A-PORTER GROUP. "We are very proud to support Rosario and Abrima's work by showcasing this unique capsule collection to yoox.com's audience."

The STUDIO ONE EIGHTY NINE for yoox.com capsule collection will feature exclusive batik-printed pieces including a silk caftan, long shirt-dress and A-line skirt. Because of the handcrafted nature of the collection, no two pieces are exactly alike. Each piece reflects the hand of the artisan that produced it and their story.

"STUDIO ONE EIGHT NINE was created to bring opportunity to talented, creative but often overlooked African artisans and craftswomen. Our partnership with yoox.com supports these artisans that are mainly women as well as empowerment programs within their community," said Rosario Dawson and Abrima Erwiah, co-founders and creative directors, STUDIO ONE EIGHTY NINE. "We are so grateful to yoox.com for giving us an international stage to highlight the incredible work of our artisans. We are equally proud of the craftsmanship and quality of our pieces and the work we do to support women in need."

The collection will be available exclusively at [www.yoox.com](http://www.yoox.com), launching May 16, 2016.