

#YOOXSOCERCOUTURE

Fashion meets sport in a soccer-inspired capsule collection Exclusively for yoox.com

With the 2016 Euro Cup kicking off soon in France, yoox.com has partnered with Fashion Football bible SEPP to build an exceptional team of designers for an exclusive limited edition capsule collection to celebrate the most loved sport in the world!

After the success of the first edition of #YOOXSOCERCOUTURE, presented on the occasion of the World Cup 2014 in Brazil, yoox.com, the world's leading online lifestyle store for fashion, design and art, renews its partnership with SEPP, whose editors curated the team of international designers to offer all soccer fans a LIMITED EDITION collection of ten unisex designer sweaters and t-shirts.

Some of Europe's most fashion-forward brands take the field with yoox.com, interpreting their nationalities through prints and unique designs: from the patriotic spirit of J.W.Anderson, who uses the shamrock to interpret his nation, to Dries Van Noten, who combines a military aesthetic with the classic shirt badges to create his design; from Paul Smith's 1960-inspired peace symbol, to Peter Pilotto who uses a map of abstract tracking paths and skiing routes through the Austrian Alps...

Here is the Starting Line-up:

- **Austria** - Peter Pilotto
- **Belgium** - Dries Van Noten
- **England** - Paul Smith
- **France** - Nina Ricci
- **Germany** - Damir Doma
- **Ireland** - Simone Rocha
- **Italy** - Marni
- **Northern Ireland** - J.W.Anderson
- **Russia** - Vika Gazinskaya
- **Turkey** - Umit Benan

The 100% Made in Italy #YOOXSOCERCOUTURE capsule collection of 2016 pieces, takes the field from the beginning of June, when it will be available exclusively on yoox.com.

The only thing left is to decide which team to cheer!