

YOOX NET-A-PORTER GROUP strengthens commitment to London with cutting-edge Tech Hub

Best-in-class facilities designed to accommodate growth, maximizing innovation and collaboration across the teams.

London, 17 October 2016 – YOOX NET-A-PORTER GROUP S.p.A (MTA: YNAP) ("YNAP") is opening its new Technology Hub at White City Place in West London, unifying its UK technology teams in one location.

YNAP has selected Grimshaw, the award-winning British architecture firm, to design a stylish forward-thinking work environment that reflects the Group's unique position at the intersection of fashion and technology. The Tech Hub will feature an innovative interior design with up to a quarter of the surface dedicated to adaptive space. The flexible features match the evolving needs of the business with a focus on creative and collaborative ways of working, supporting seamless operations with the Bologna-based tech team and other parts of the global business.

YOOX NET-A-PORTER GROUP's Five Year plan is built on a foundation of mobile and has been developed to outpace the industry through innovation. The new Tech Hub will accommodate for the planned 20% increase in YNAP's global technology team, made up of 1000 employees equally spread across the UK and Italy. The Hub will nurture the mobile-centric culture, allowing engineers to create best-in-class technology solutions, and accelerate the Group's R&D and release of the next wave of developments including yet-to-be-released technological breakthroughs.

"We are capitalizing on the growth of our global footprint by bringing together our London technology teams in a new Technology Hub. We believe our technology teams will thrive in a cutting-edge environment that reflects our values and vision for the future of online luxury retail. Sir Nicholas Grimshaw and his team are brilliantly translating our culture and requirements into a workspace which will be the pride of the Group."

- **commented Federico Marchetti, Chief Executive Officer at YOOX NET-A-PORTER GROUP**

"We are thrilled to be working on this new dynamic and flexible fit-out for YOOX NET-A-PORTER GROUP. We feel a terrific empathy with them and believe their attitude to adaptability and change exactly matches our own."

- **commented Sir Nicholas Grimshaw, Chairman and founder of Grimshaw**

"I am delighted that there will be yet more new tech jobs coming to the capital. This highlights once again that London is open for business, new investment and global talent."

- **commented Rajesh Agrawal, Deputy Mayor of London for Business and Enterprise**

YOOX NET-A-PORTER GROUP

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Notes to Editors

Project

Location: The Media Works at White City Place

Original surface: 70,000 square feet

Total capacity: 650 staff

Timetable: technology teams will move into the new space by March 2017

YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER GROUP is the world's leading online luxury fashion retailer. The Group is a Global company with Anglo-Italian roots, the result of a game-changing merger, which in October 2015, brought together YOOX GROUP and THE NET -A-PORTER GROUP; the two companies had revolutionized the luxury fashion industry since their birth in 2000.

YOOX NET-A-PORTER GROUP is a unique business with an unrivalled offering including multi-brand in-season online stores [NET-A-PORTER](#) and [MR PORTER](#), and multi-brand off-season online stores [YOOX](#) and [THE OUTNET](#), as well as numerous ONLINE FLAGSHIP STORES, all "Powered by YNAP". Through a joint venture established in 2012, YOOX NET -A-PORTER GROUP has partnered with Kering to manage the [ONLINE FLAGSHIP STORES](#) of several of the French group's luxury brands.

Uniquely positioned in the high growth online luxury sector, YOOX NET-A-PORTER GROUP has an unrivalled client base of more than 2.5 million high-spending customers, 27 million monthly unique visitors worldwide and combined 2015 net revenues of €1.7 billion. The Group has offices and operations in the United States, Europe, Japan, China and Hong Kong and delivers to more than 180 countries around the world. YOOX NET-A-PORTER GROUP is listed on the Milan Stock Exchange as YNAP.

For further information: www.ynap.com.

YOOX NET-A-PORTER GROUP

White City Place

White City Place is a new business district covering 17 acres in regenerated White City. Totalling 900,000 square feet of office accommodation, it is designed for the modern creative business with 3 buildings available to let - The MediaWorks, The WestWorks and Garden House. White City Place is positioned at the centre of a number of powerful networks – it is networked for creative thought.

The MediaWorks is the second of three buildings under redevelopment at White City Place and will provide 230,000 square feet of office space along with 15,000 square feet of retail and restaurants.

At the heart of White City Place will be a new Central Avenue offering a range of exciting and emerging retail, restaurants, bars, sat either side of the new public realm. Major landscaping and infrastructure works are nearing completion to significantly improve the public realm on site including gardens and a central square whilst work is also underway to reinforce the connections with the nearby stations (White City & Wood Lane), Television Centre and Imperial College White City Campus.

White City Place is at the heart of an £8 billion 15-year regeneration of the wider White City area, which will form a new hub of activity, creativity and academia in west London. A thriving neighbourhood will see the arrival of new restaurants, hotel and members' club by Soho House, 2,500 new homes, more than two million square feet of office space and 20,000 new jobs. A new John Lewis will open in 2018 in an expanded Westfield which will boast more than 420 stores, and there will be 30 acres of public open space.

White City Place was the original home of the Franco-British Exhibition of 1908, which created a vast complex of white pavilions and pleasure parks in Wood Lane and which gave the area its name of 'White City'. The site then provided the home for the 1908 Olympics stadium, the first Olympic Games to be held in the UK.

Grimshaw

[Grimshaw](#) is an award-winning, international architectural practice with offices in New York, London, Melbourne, Sydney, Kuala Lumpur and Doha, employing over 400 staff. Committed to providing architecture of the highest calibre, the company's work is characterised by strong conceptual legibility, innovation and a rigorous approach to detailing, underpinned by the principles of enduring and sustainable design. Complete architectural services are provided: master planning, feasibility studies and planning applications through tendering to construction and inspections on site. Grimshaw's international portfolio covers all major sectors, and has been honoured with over 170 international design awards including the prestigious Lubetkin Prize.