
YOOX AND DISNEY LAUNCH DISNEY'S FIRST ONLINE FASHION AND LIFESTYLE STORE

6 December 2016 - YOOX and The Walt Disney Company EMEA today announce the launch of Disney's first online fashion and lifestyle store on [YOOX](#). Accessible from the YOOX homepage, Disney's digital window will host the latest designer collaborations inspired by Disney, Disney•Pixar, *Star Wars* and Marvel across apparel, accessories, footwear and interiors.

Alongside a curated product selection, including Olympia Le Tan's unique clutches inspired by the dreamlike characters of *Alice in Wonderland*, Kenzo's playful sweaters portraying the protagonists of Disney's *The Jungle Book*, Vans' colourful shoes inspired by Disney•Pixar's *Toy Story*, or Nixon's watches dedicated to *Star Wars* - just to name a few - Disney's digital window on YOOX will also feature dedicated and exclusive editorial content, celebrating the magical world of Disney, the aspirational *Star Wars* stories and the epic storytelling of Marvel.

For over 70 years, Disney, *Star Wars* and Marvel's stories have influenced popular culture of all generations with its iconic characters, being a source of inspiration for many adult fashion and lifestyle brands that have interpreted and incorporated this imagery in their collections. Today, YOOX becomes the digital window through which customers will be able to explore these creations.

YOOX is the world's leading online lifestyle store for fashion, design and art. It has always catalyzed unexpected, unconventional and creative synergies, entertaining and surprising customers, playing a keyrole in the current generation's relation with e-commerce.

"Disney's playful imagination was a great inspiration when I invented YOOX in 1999, so today it is an enormous pleasure to combine Disney's timeless brand with YOOX's innovative spirit, further delighting our customers with creative content and hard-to-find products" – says **Federico Marchetti**, Founder of YOOX and CEO of YOOX NET-A-PORTER GROUP.

"At The Walt Disney Company we like to push the boundaries by creating groundbreaking designs which blur the line between conventional products and art, taking creativity to a whole new level," says **Francesca Giancesin**, Vice President of Fashion & Lifestyle, The Walt Disney Company EMEA. *"Our collaboration with YOOX is grounded in Disney's 'consumer first' strategy and our insights and knowledge of the adult consumer. We know what this demographic wants and through YOOX we are now delivering it, ensuring they have access to the product they want, when they want it. We are confident that our collections will surprise and delight YOOX's customer base and we look forward to bringing a bit of Disney magic to their lives."*

"YOOX is known for having pioneered the concept of capsule collections. This partnership represents a step forward in us becoming the collector of The Walt Disney Company's creative fashion and lifestyle collaborations. We are proud of this new milestone in the exciting journey Federico started 17 years

ago and which continues at incredible speed”, says **Luca Martines**, President Off Season (YOOX and THE OUTNET) of YOOX NET-A-PORTER GROUP.

Over the next few months, YOOX will be adding new Disney collections, including those connected to upcoming movie launches.