



YOOX Loves the Reef

A charity project for the safeguard the Great Barrier Reef

April 2017 - On Earth Day, **YOOX**, the world's leading online lifestyle store for fashion, design and art, joins forces with **We Are Handsome** and the **Great Barrier Reef Foundation** to present **YOOX Loves the Reef**, an exciting charity project aimed at supporting the preservation and restoration of Australia's Great Barrier Reef, one of the world's Seven Natural Wonders. The project comes to life on **YOOXYGEN**, YOOX's socially and environmentally responsible destination, on the same day as the launch of YOOX's partnership with The New School's Parsons School of Design - a partnership that will promote sustainable fashion practices through education and collaborations.

To celebrate Earth Day 2017, YOOX has invited Australian label, **We Are Handsome**, to create a swimwear capsule collection, which will be available exclusively on YOOXYGEN. Selected for their distinct Australian aesthetic and vibrant approach to swim and activewear, the label's design duo, Jeremy and Katinka Somers, drew inspiration from the Great Barrier Reef's ecosystem. The six-piece capsule collection features two one-piece styles, two bikinis, leggings and a tee in an exclusive print that celebrates the natural beauty of the Reef.

"Working with YOOX on this campaign has been a fantastic experience for us to contribute to a cause that is so close to our hearts. Having explored the Great Barrier Reef several times, we know its value, significance and beauty - inside and out. We couldn't be more thrilled to partner with YOOX and their efforts to bring awareness to the dangers that face the Reef," said **Jeremy Somers, We Are Handsome's Founder & Creative Director**.

Proceeds from the sale of the collection will benefit the **Great Barrier Reef Foundation**, the lead charity for the Great Barrier Reef, funding solutions through science, technology, engineering and on-ground action to ensure its long-term conservation. In particular, proceeds raised through the partnership will be directed towards responding to bleaching on the Great Barrier Reef.

"The Great Barrier Reef is beautiful, diverse and under threat. Now, more than ever, we all have a responsibility to protect and preserve it. The funds raised through this partnership will do exactly that. They will be directed towards projects with large-scale impact, developing solutions to the threats facing one of the world's seven natural wonders," comments **Anna Mardsen, Great Barrier Reef Foundation's Managing Director**. *"Through this partnership, YOOX is providing the opportunity to help secure a future for the Great Barrier Reef."*

YOOX has long supported charitable initiatives around the globe, particularly with YOOXYGEN, which has since 2009 led the way in eco-commerce with projects aimed at raising awareness towards responsible choices in fashion.

EVP Marketing YOOX, Miguel Ares, says of the charity initiative: *"Supporting conscious fashion is an innate characteristic of YOOXYGEN, which debuted online exactly eight years ago from a forward-thinking idea of our founder, Federico Marchetti, who has helped us understand that we can all make a difference. Today, we are proud to launch this new initiative that could contribute to the safeguard of the Great Barrier Reef, together with trusted partners such as We Are Handsome and Great Barrier Reef Foundation, who share the same values and enthusiasm towards the cause."*

The collection will be available worldwide on YOOX, within the YOOXYGEN area, on April 22nd.