

YOOX

YOOX launches JI WON CHOI X YOOX **The capsule collection designed by the first YOOXYGEN AWARD winner**

In mid-April, YOOX will launch JI WON CHOI X YOOX, the debut capsule collection of the Parsons BFA Fashion Design graduate, Ji Won Choi, winner of the first YOOXYGEN Award. The capsule collection epitomizes YOOX's support for sustainable fashion practices through education and collaborations, which forms the core of its ongoing partnership with The New School's Parsons School of Design, announced in April 2017.

JI WON CHOI X YOOX is the culmination of a six-month internship, during which the young and talented Choi worked on the creation of her womenswear capsule collection in the YOOX headquarters in Milan. Focusing on primary colors and versatile silhouettes, the capsule collection has been designed to encourage customers to think about the clothes in their closets. Underscoring Choi's design approach is that of contrasting overconsumption, not dismissing clothes every season, but combining them differently. The intrinsic value of each garment lies in its the creativity, craftsmanship and quality of materials - values that are intrinsic to YOOXYGEN, YOOX's socially and environmentally responsible destination.

Among the recurring creative elements used within the collection for YOOX, Choi has opted for the stripe, which graphically brings to mind the bar code, a symbol of modern consumption, and has been thoughtfully adopted because, in production, assembling stripe patterns allows for less waste during pattern cutting of the fabric.

Completely produced with natural fibers, the curated capsule collection includes colorful tops, dresses, skirts and trousers, all of which can be coordinated and worn in different ways.

JI WON CHOI x YOOX will be available on YOOXYGEN from mid-April.