



## ALAÏA INTRODUCES FIRST STORE ONLINE

*The Maison's new shopping experience, expanding its vision for the future.*

Maison Alaïa is pleased to announce that on **September 26, 2018** it launches its first digital store, opening its doors to over 100 markets around the world and expanding its vision for the future.

The digital store will exist alongside the Alaïa flagships in Paris and London, and will feature the house's largest offering, adding to the unique Alaïa shopping experience in several ways.

Current season Maison Alaïa ready-to-wear, shoes, and accessories will be available as will the **Les Intemporels** classic pieces, central to Mr. Alaïa's sense of timeless beauty and wish to enrich women's lives through his work.

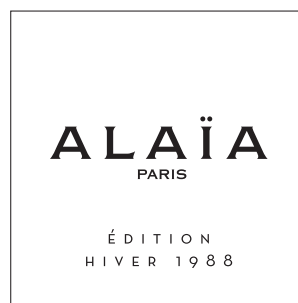
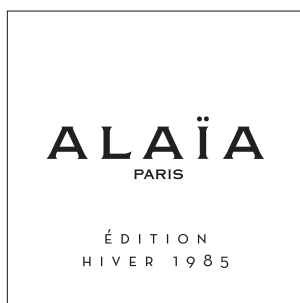
Available only online at the Alaïa website will be the new **Edition** collection, a series of iconic pieces selected from the Azzedine Alaïa archive. Each of these garments will be made to the exact specifications and rigorous construction insisted upon by Mr. Alaïa himself and in the original fabrics or, should these no longer be available, in new materials inspired by them.

Garments will carry a label according to the year this design was first shown.

A second label, **Editions Limitées**, will also be showcased online. Both newly designed and re-edited from the archive, no more than between thirty and sixty of each of these pieces will ever be produced. Created to demi-couture standards, Editions Limitées will be available to purchase by appointment only, in the Maison Alaïa ateliers in Paris, celebrating the direct and intimate relationship the house has always been known for.

Further capsule collections will be introduced over time with the aim that customers will continue to enjoy the great pleasure of shopping at Maison Alaïa.

A project started with Mr Alaïa, the launch of *Maison-Alaia.com* marks an important milestone in the history of the Maison. It will enable women around the world to enjoy the timeless creativity Maison Alaïa stands for.



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## MAISON ALAÏA

Maison Alaïa, rooted in the values of its founder, now enters the 21<sup>st</sup> century as a global iconic brand built on the great strength of Mr Alaïa's legacy.

*"My obsession is to make women beautiful. When you create with that in mind, things can't go out of fashion". **Azzedine Alaïa***

Azzedine Alaïa belongs to a family of architect couturiers who make up the backbone of fashion history. His sculptor's eye and technical precision; his skill and mastery of detail, have informed and enriched every garment, offering a unique relationship with a woman's body.

The expansion of Alaïa's reputation with the creation of the Maison Alaïa in the 1960's, the introduction of a line of ready to wear in 1982, and accessories and perfumes throughout the 1990's and the 2000's has created a foundation of timeless values in all areas the brand has developed. As the brand engages in new opportunities for expansion through the digital market and across a wide variety of platforms, it builds on its prominence for enduring design and rigorous quality.

Maison Alaïa continues today to oversee Mr. Alaïa's legacy of iconic style and unique craftsmanship with the same level of discipline he exercised. Bringing forward his vision of style and timeless beauty, the ateliers, studio, and archives support the Alaïa brand as it moves strongly into the future.



## 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.

In 2016, YOOX NET-A-PORTER GROUP joined forces with Symphony, an entity controlled by Mohamed Alabbar's family, to establish a ground-breaking joint venture to create the Middle East's undisputed leader for online luxury retail.

Uniquely positioned in the high growth online luxury sector, YOOX NET-A-PORTER GROUP has an unrivalled client base of more than 3 million high-spending customers, over 840 million visits worldwide and consolidated net revenues of € 2.1 billion in 2017. The Group has offices and operations in the United States, Europe, Middle East, Japan, China and Hong Kong and delivers to more than 180 countries around the world.

For further information: [www.ynap.com](http://www.ynap.com)

Linkedin: YOOX NET-A-PORTER GROUP | Twitter: @YNAP | Instagram: @YNAP



## NOTES TO EDITORS

Powered by YOOX NET-A-PORTER GROUP's (YNAP) Online Flagship Stores division, Maison Alaïa's customers will now benefit from online express delivery to over 100 countries around the world. This five year partnership will offer the Maison Alaïa customer premium care in multiple languages, currencies, and payment options.

### **Francesca Tranquilli, President – Online Flagship Stores, YOOX NET-A-PORTER GROUP**

*"Alaïa has a story like no other and we are honoured to have entered a five-year partnership that brings the Maison to its loyal following around the world. Maison-Alaïa.com will deliver the exclusive luxury service the Maison's customers have come to know, seamlessly complementing the flagship boutiques in London and Paris."*

- Maison Alaïa and YNAP's Online Flagship Stores division have signed a five year partnership to develop and deliver an exceptional digital and service experience to the Parisian fashion house's luxury customers
- The new Maison-Alaïa.com powered by YOOX NET-A-PORTER GROUP serves over 100 markets globally
- The digital store and its delivery and customer care operations are built on YNAP's sophisticated technology and logistics platform
- The new digital store will provide Maison Alaïa's customers with a more localised approach, including more languages, currencies and payment methods.
  - The store will be available in Japanese, Italian, French, English (US & UK)
  - Customers can shop using Euro, Pound Sterling, US Dollar, Australian Dollar, Hong Kong Dollar, Japanese Yen
- In addition to credit card and PayPal transactions, customers will now also be able to pay using Sofort, WireTransfer and with Cash on Delivery
- Built using the latest user-friendly design techniques, Maison-Alaïa.com is adaptive with a dedicated mobile site and also includes features such as one-page checkout