

YOOX launches Amendment X YOOX

The eco-conscious collection designed by YOOXYGEN AWARD winner Marissa Petteruti

In May, YOOX will launch AMENDMENT X YOOX, the debut capsule collection of the Parsons BFA Fashion design graduate, Marissa Petteruti, winner of the 2018 YOOXYGEN Award. The 11-piece genderless capsule collection is entirely produced with organic fabrics and explores the concept of “uniform dressing” and its ability to unite people while reducing excessive consumption. The collection will be available on YOOXYGEN, YOOX’s socially and environmentally responsible destination from mid-May.

The eco-conscious capsule collection emphasizes YOOX’s commitment towards the promotion of sustainable fashion practices driven by education and collaboration, which is at the heart of its ongoing partnership with The New School Parsons School of Design, now heading into its third year.

Since the inception of the YOOXYGEN Award in 2017, YOOX has helped launch the careers of outstanding fashion design students from Parsons through a six-month internship in Milan culminating in a capsule collection that adheres to the ethos of sustainability.

For Petteruti, this meant picking up from her thesis collection with a vision to focus on enhancing the beauty of wardrobe staples and extending their functionality. In aiming to do so, the collection comprising t-shirts, sweatshirts, jeans and a pair of sneakers features contemporary graphics and transformable silhouettes, showcasing her knack for elevated streetwear. Engineered through the use of zippers, when transformed, the jeans turn into a jacket, while the crewneck can be reinvented as a pair of sweatpants, together they promote a smaller wardrobe without compromising on options.

AMENDMENT x YOOX is sustainable both in concept and materials. All the clothing is made with 100 % certified organic cotton. The denim has undergone limited washing methods and a new laser technology treatment for its distressed look instead of chemical methods that are harmful to people’s health and environment.

As a young designer with a heightened social consciousness, Petteruti brings out the extraordinary in the ordinary. “In the world of unrest that we live in today, I saw the ubiquity of ordinary clothes to be something that could bring people together. Their practicality, comfort and functionality speak to a wider audience and can create the solidarity that we currently lack,” says **Marissa Petteruti**. “As awareness on sustainability grows in the fashion industry, it is becoming more and more important for designers to realize the impact of our industry on the environment. It is our responsibility to change this by incorporating sustainability into practice. Sustainability should be increasingly perceived as second nature within the design process and a way of working.”

This launch comes in the year of 10th anniversary of YOOXYGEN, which was launched back in 2009 as the first online destination entirely dedicated to sustainable and responsible fashion at a time when “green” was not yet fashionable.