

# YOOX

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YOOX presents

## ***Holiday Beats. Not ur conventional music show***

*Unconventional, innovative, inclusive* - this holiday season, [YOOX](#) brings together three stars within the music, art and fashion scenes to entertain its global audience with *Holiday Beats. Not ur conventional music show*, a one-of-a-kind happening featuring singers **Stefflon Don** and **Mahmood** and visual artist **Nico Vascellari**.

An absolute first on [YOOX](#): starting on December 3 with Mahmood and culminating on December 15 with a talk with Stefflon Don, *Holiday Beats* will revolve around three separate weekly episodes, which feature each talent diving into conversations about sustainability, inclusivity, diversity, women empowerment, and body positivity and how the holidays are an important time to acknowledge all the above.

To celebrate the festive season, each talent has created a custom artwork to be featured in a limited-edition holiday capsule collection sold exclusively on [YOOX](#). The collection consists of silk-screened artworks on organic cotton sweatshirts and long sleeve t-shirts, which will be unveiled individually during their talks. Proceeds from the sale will be donated to three charities chosen by the talents: *Moige - Movimento Italiano Genitori* (the Italian Parents Movement) for Mahmood, *Fondo Forestale Italiano* (the Italian Forestry Fund) for Nico Vascellari and *I Heart Africa* for Stefflon Don.

*Holiday Beats. Not ur conventional music show* will be live on YOOX starting from December 3.